



Minnesota State Demographic Center

Major Demographic Trends Transforming Minnesota

**Presentation to the Rockford-Greenfield Area
Chamber of Commerce**

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MN State Demographic Center

January 14, 2015 | Rockford, MN

Website: mn.gov/demography | Twitter: @MN_StateData





What is the role of the MN State Demographic Center?

- Serve as a liaison to the Census Bureau and assist with the decennial census counts
- Create MN population estimates and projections
- Analyze, interpret and distribute data from the state, U.S. Census Bureau and other sources
- Offer data and technical assistance to legislators, all levels of government, organizations and citizens across the state
- Monitor trends and help MN to make data-informed decisions



+ 3 { Population Shifts
Aging Trends
Diversity & Migration

Major demographic
trends shaping Minnesota

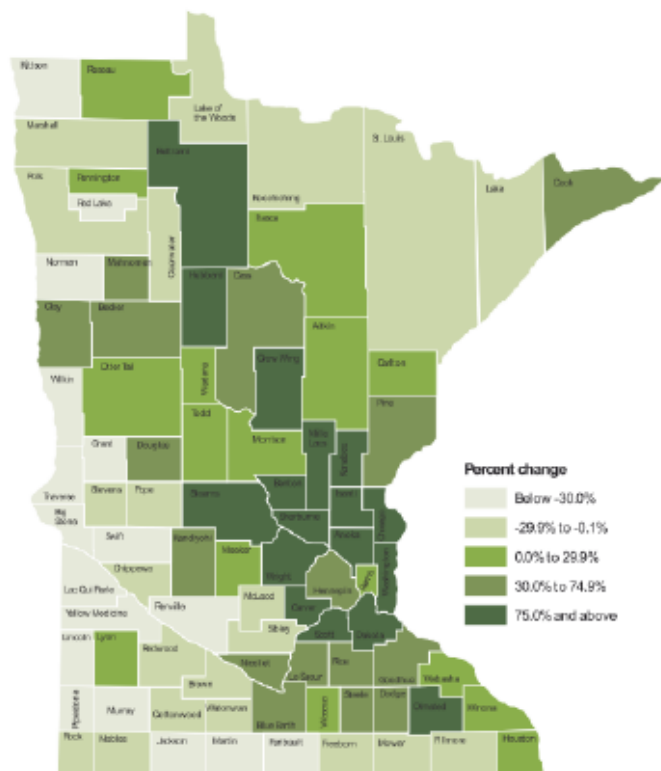


Population Shifts



The long, historic view... population change since 1960

Long-term population
change, 1960-2013



Data source:
U.S. Census Bureau,
Population Estimate Program
© Center for Rural Policy and Development



QUIZ QUESTION

Where do 1 in 5 of Minnesota's residents live?



- A. The 7-county
Twin Cities metro
- B. Otter Tail County
- C. Hennepin County



Counties are not comparable units for measurement!

5 largest MN counties in 2014:

1. **Hennepin (1.2M residents, 22% of state)**
2. Ramsey (530K, 10% of state)
3. Dakota (412K, 8% of state)
4. Anoka (343K, 6% of state)
5. Washington (249K, 5% of state)

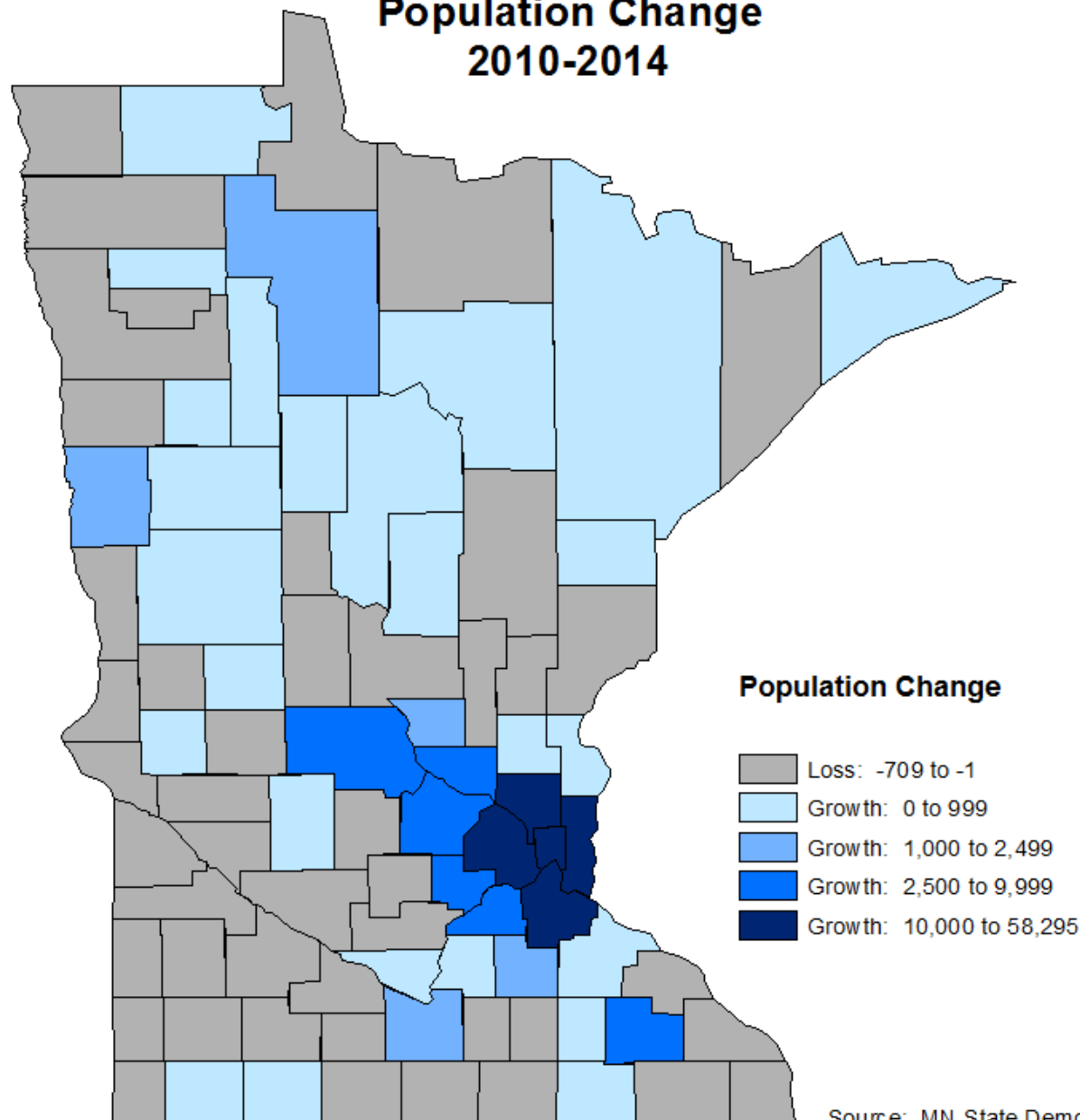
■ Everywhere else (2.7M, 50% of state)

-Wright County (nearly 130,000, or 2.4% of state,
10th largest)

+ County highlights: Population change between 2010 and 2014

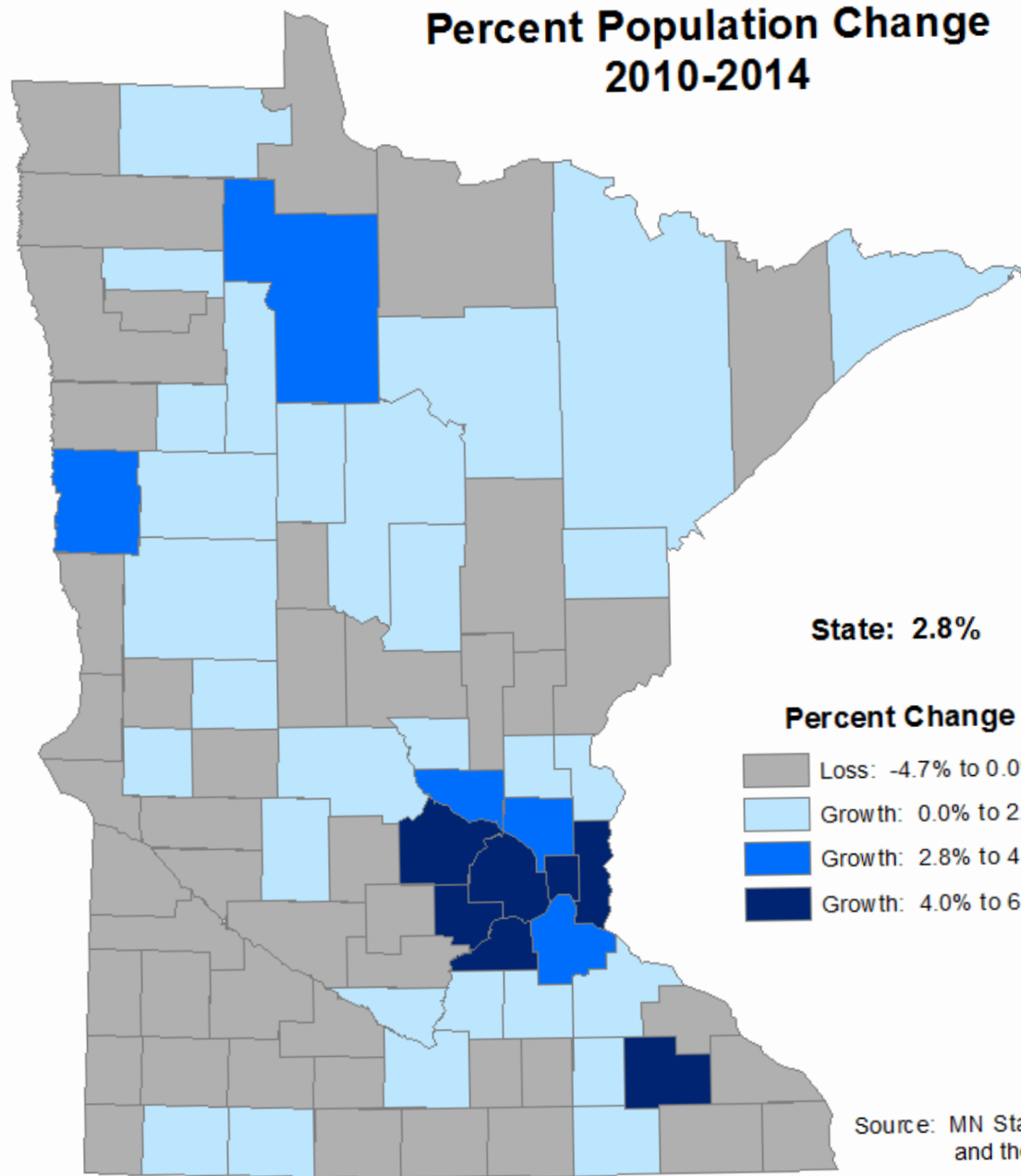
- Minnesota has 87 counties ranging in size from 3,400 residents (Traverse) to 1.2 million residents (Hennepin).
- There are 19 counties with more than 50,000 residents and 10 counties with populations exceeding 100,000.
- There are 19 counties with fewer than 10,000 residents and 4 counties with fewer than 5,000 residents.
- Hennepin and Ramsey counties led all counties with population increases of about 58,000 and 21,000, respectively
- 16 counties added 1,000+ residents.
- 46 counties have lost population since 2010.

Population Change 2010-2014



Source: MN State Demographic Center
and the Metropolitan Council

Percent Population Change 2010-2014

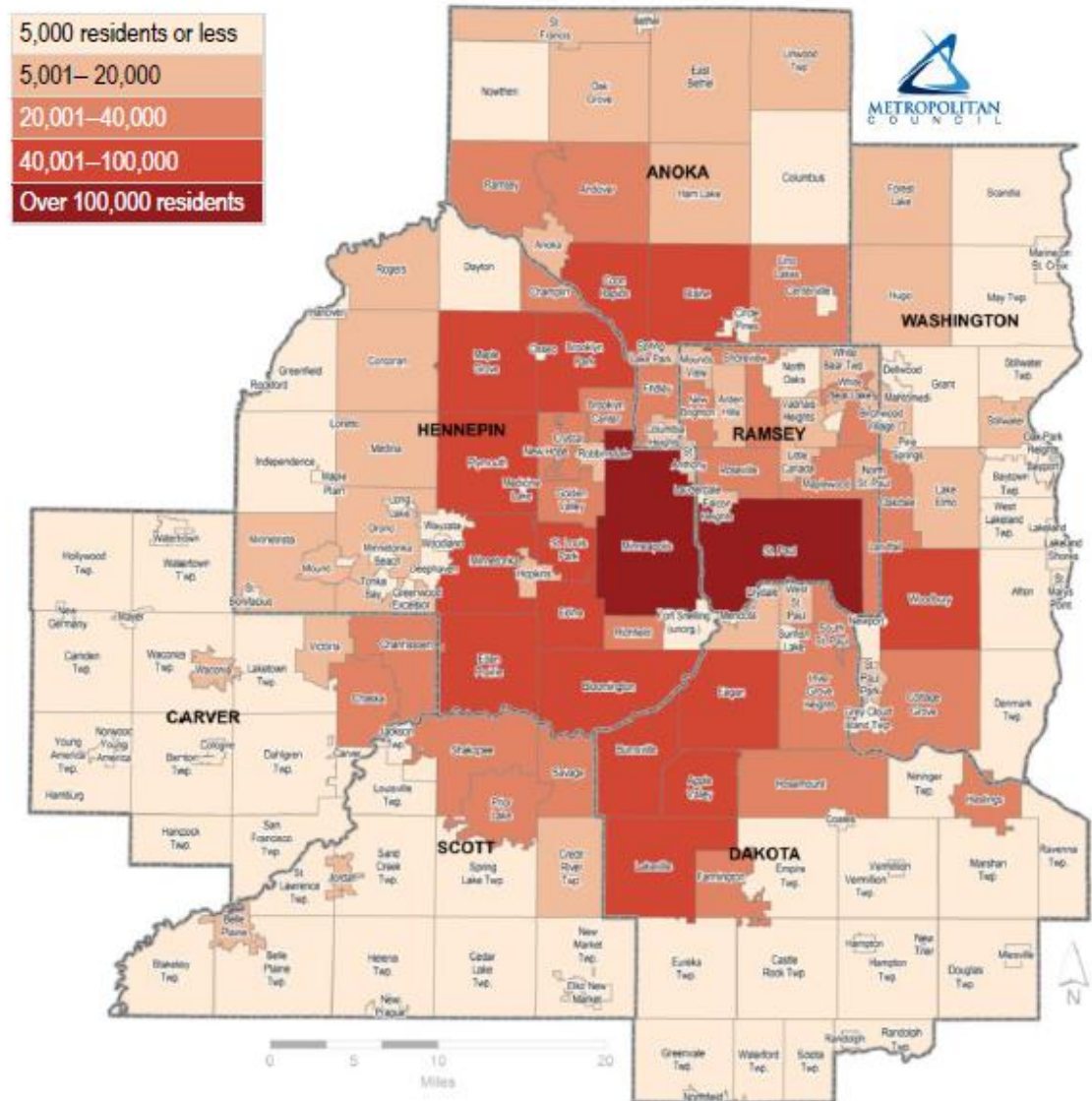




Focus on the 7- county metro

2014 population (red=greatest)

Figure 1. Total population based on 2014 estimates for cities and townships

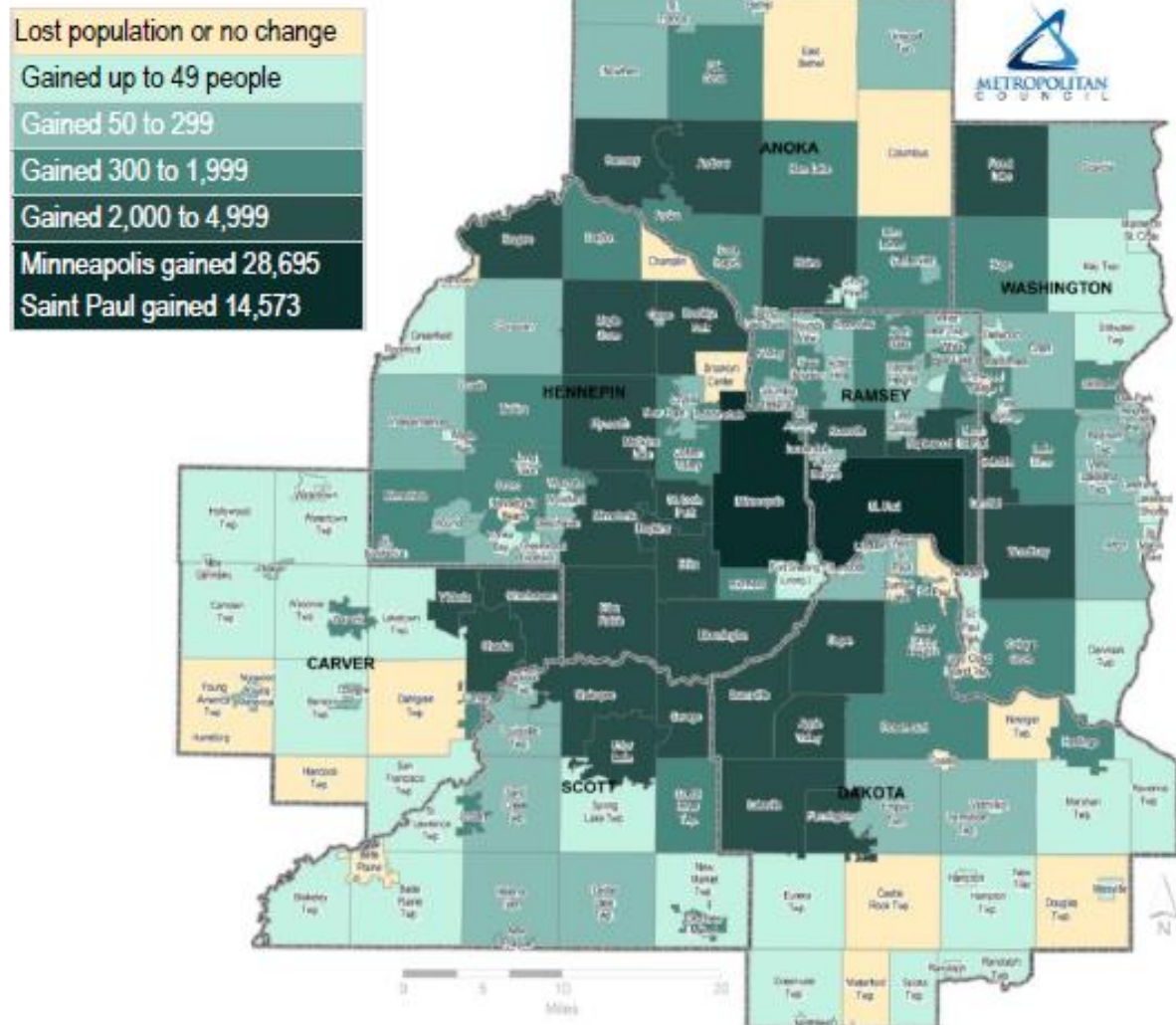




Focus on the 7- county metro

Population change, 2010-2014
(darkest green=greatest)

Figure 3. Population change between 2010 and 2014 for cities and townships



Source: Metropolitan Council's 2014 Population Estimates.

Source: Metropolitan Council's 2014 Population Estimates.



Top 10 cities that added the most people since 2010

Figure 4. Cities with the largest population growth between 2010 and 2040

	Population April 1, 2010	Population April 1, 2014	Change 2010–2014	Percent Change 2010–2014
Minneapolis	382,578	411,273	28,695	7.5%
Saint Paul	285,068	299,641	14,573	5.1%
Blaine	57,186	62,066	4,880	8.5%
Woodbury	61,961	66,119	4,158	6.7%
Bloomington	82,893	86,652	3,759	4.5%
Lakeville	55,954	59,361	3,407	6.1%
Plymouth	70,576	73,633	3,057	4.3%
Maple Grove	61,567	64,448	2,881	4.7%
St. Louis Park	45,250	47,933	2,683	5.9%
Eagan	64,206	66,810	2,604	4.1%
Subtotal, 10 cities	1,167,239	1,237,936	70,697	6.1%
Region total	2,849,567	2,979,343	129,776	4.6%

Source: U.S. Census Bureau Decennial Census, 2010 and Metropolitan Council's 2014 Population Estimates.



Rockford and Greenfield changes since 2010

	2014 Population	Pop Chg Since 2010	2014 Households	HH Chg Since 2010
Greenfield city	2,822	+45	960	+24
Rockford city*	4,367	+51	1,637	+15

* Includes Wright and Hennepin county city components. County-specific breakdowns are available on our website's Estimates page:
mn.gov/demography/estimates



Links to Census data for Rockford – average during 2010-2014

- Social characteristics:

<http://1.usa.gov/1TW1WE2>

- Economic characteristics:

<http://1.usa.gov/1mWDW8S>

- Demographic characteristics:

<http://1.usa.gov/1JLbsJH>

- Housing characteristics:

<http://1.usa.gov/1SOVAYS>



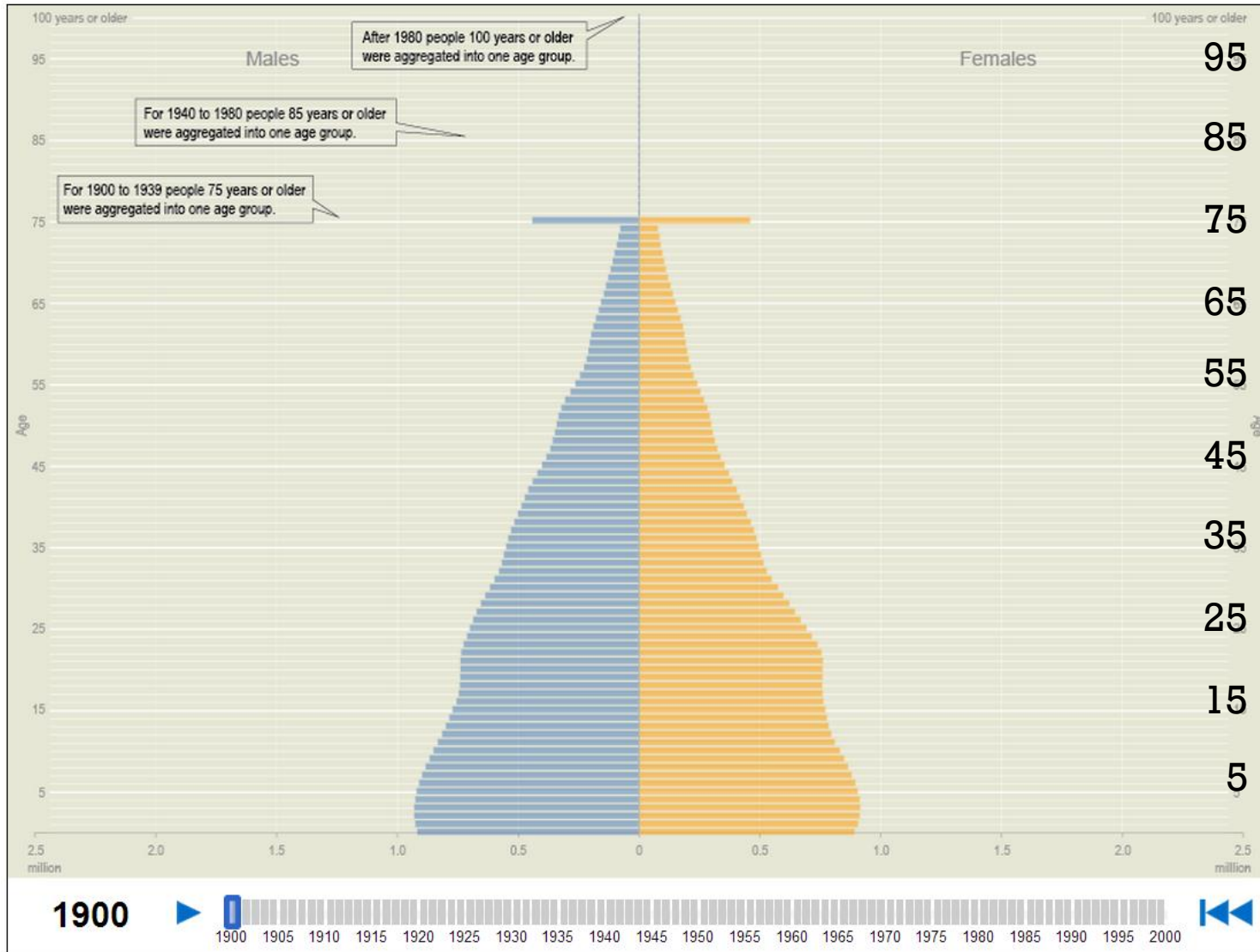
Center for Rural Policy & Development, 2014

Aging trends



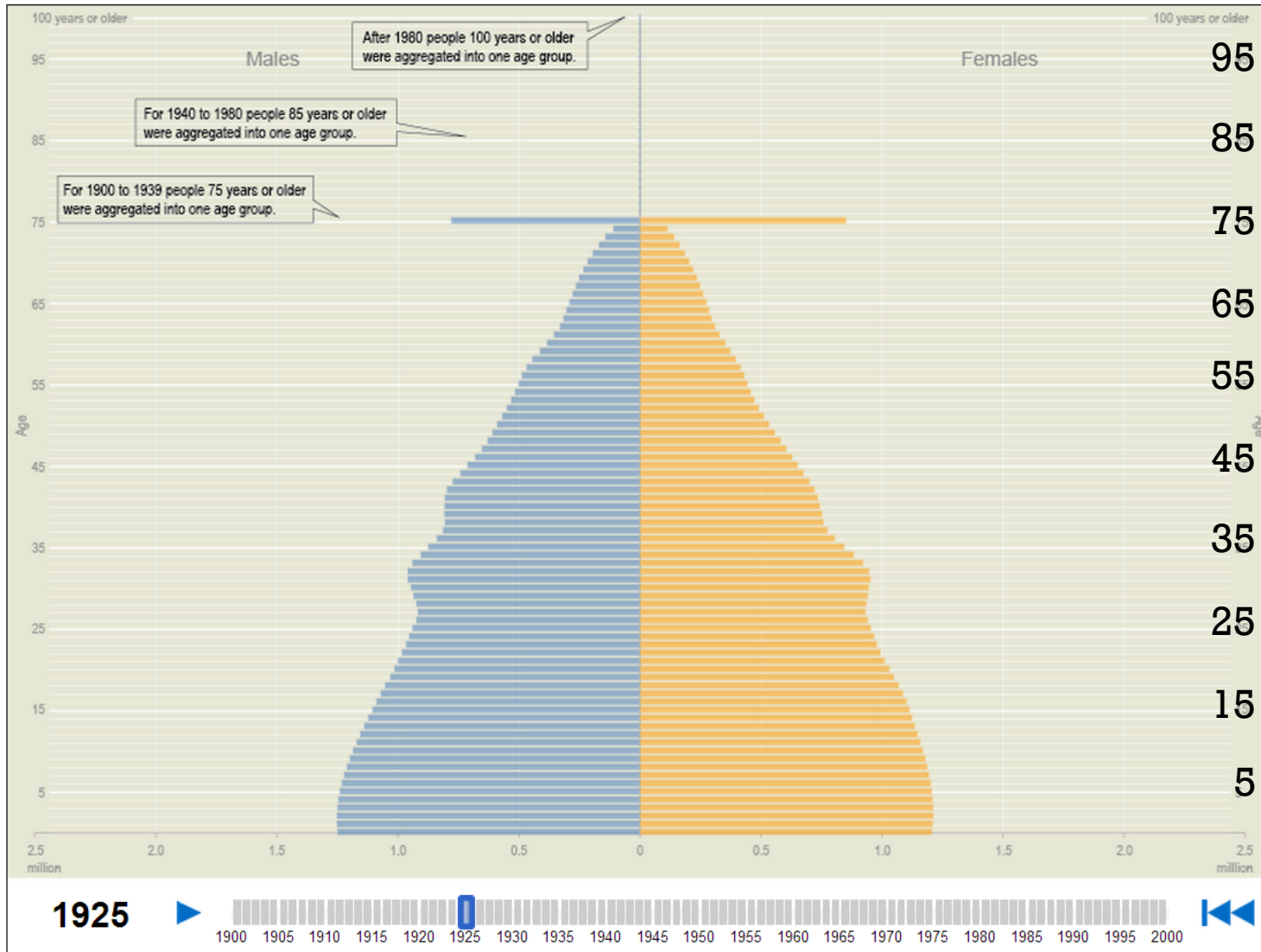


The nation in 1900



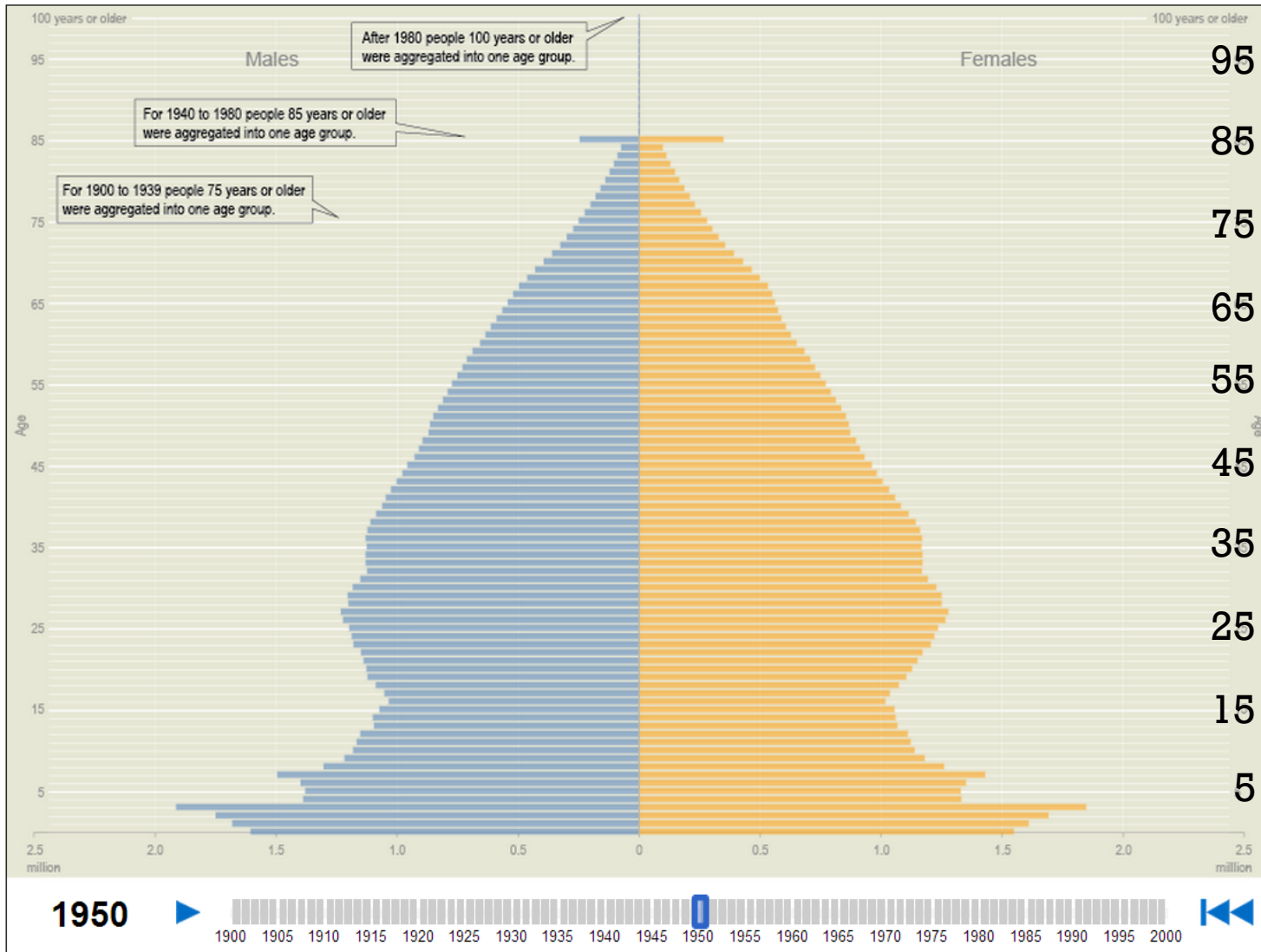


The nation in 1925



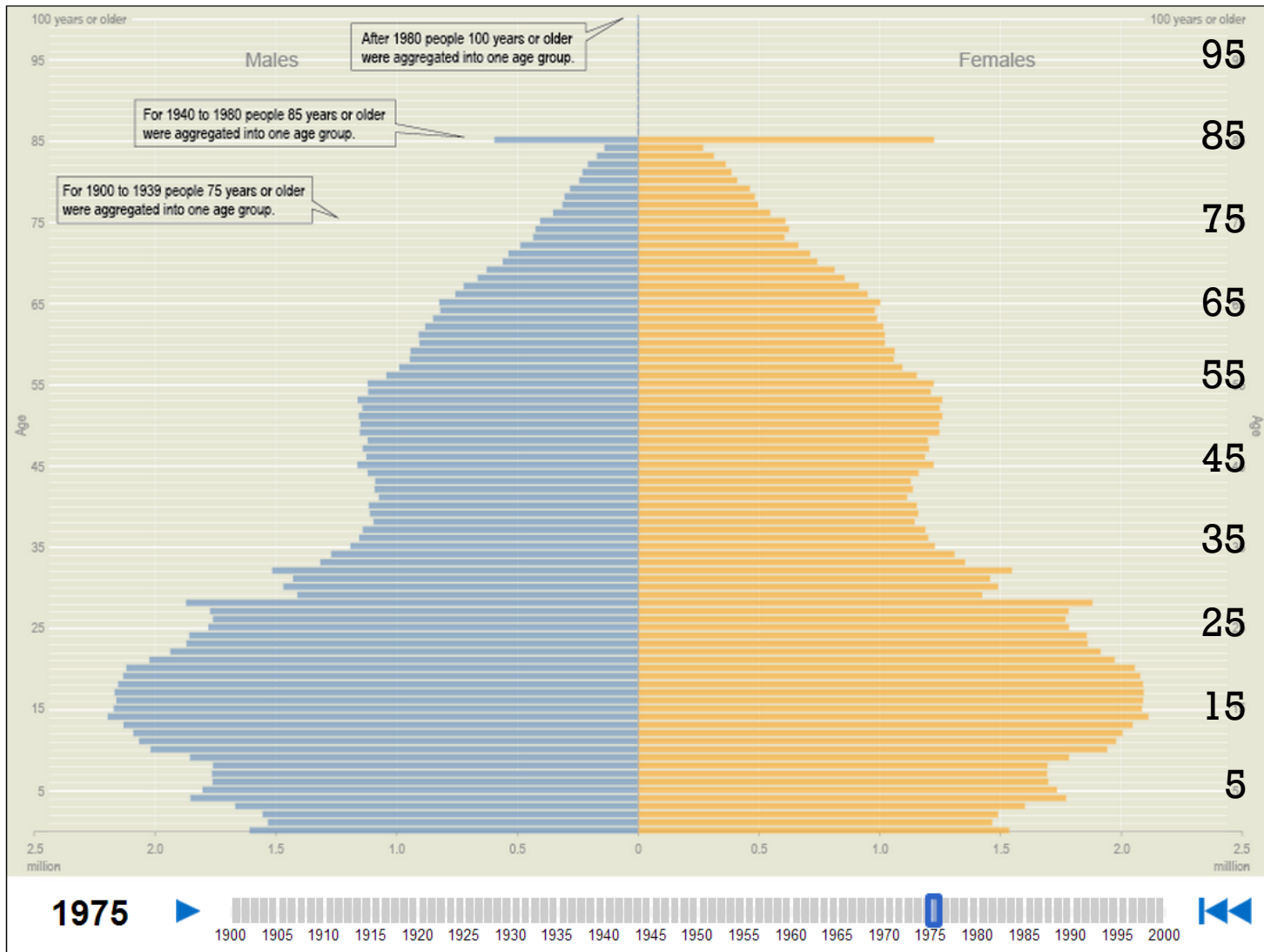


The nation in 1950



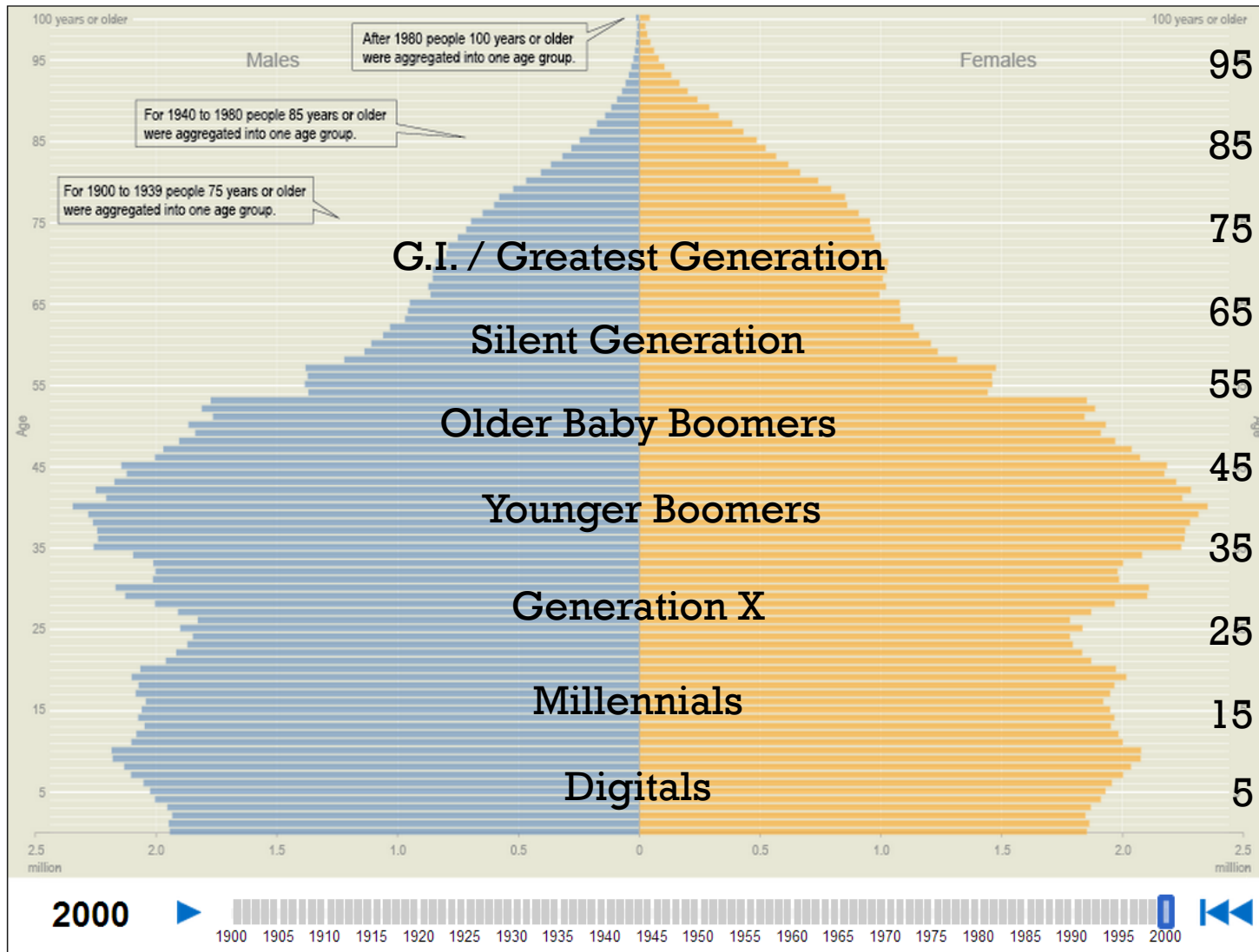


The nation in 1975





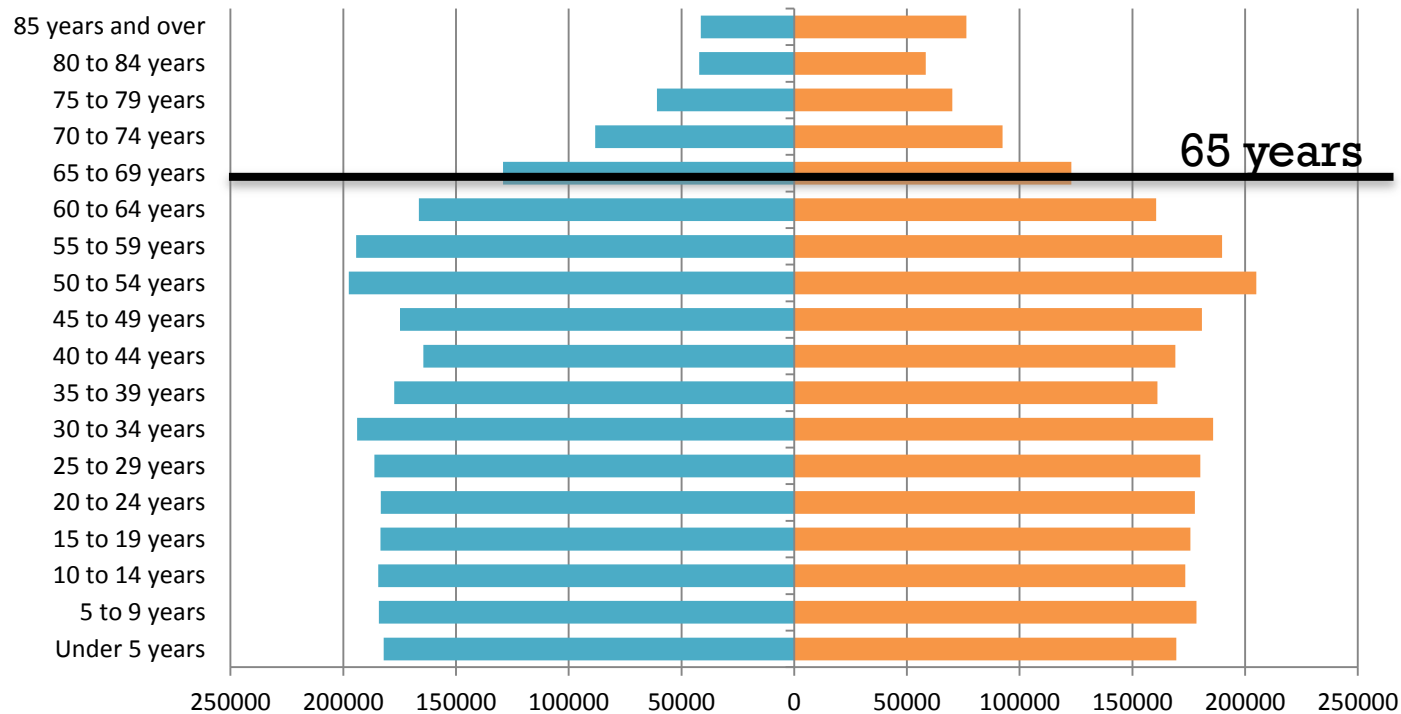
The nation in 2000





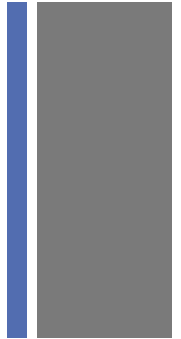
What Minnesota looks like... this year

Population by age and sex
Minnesota, 2015

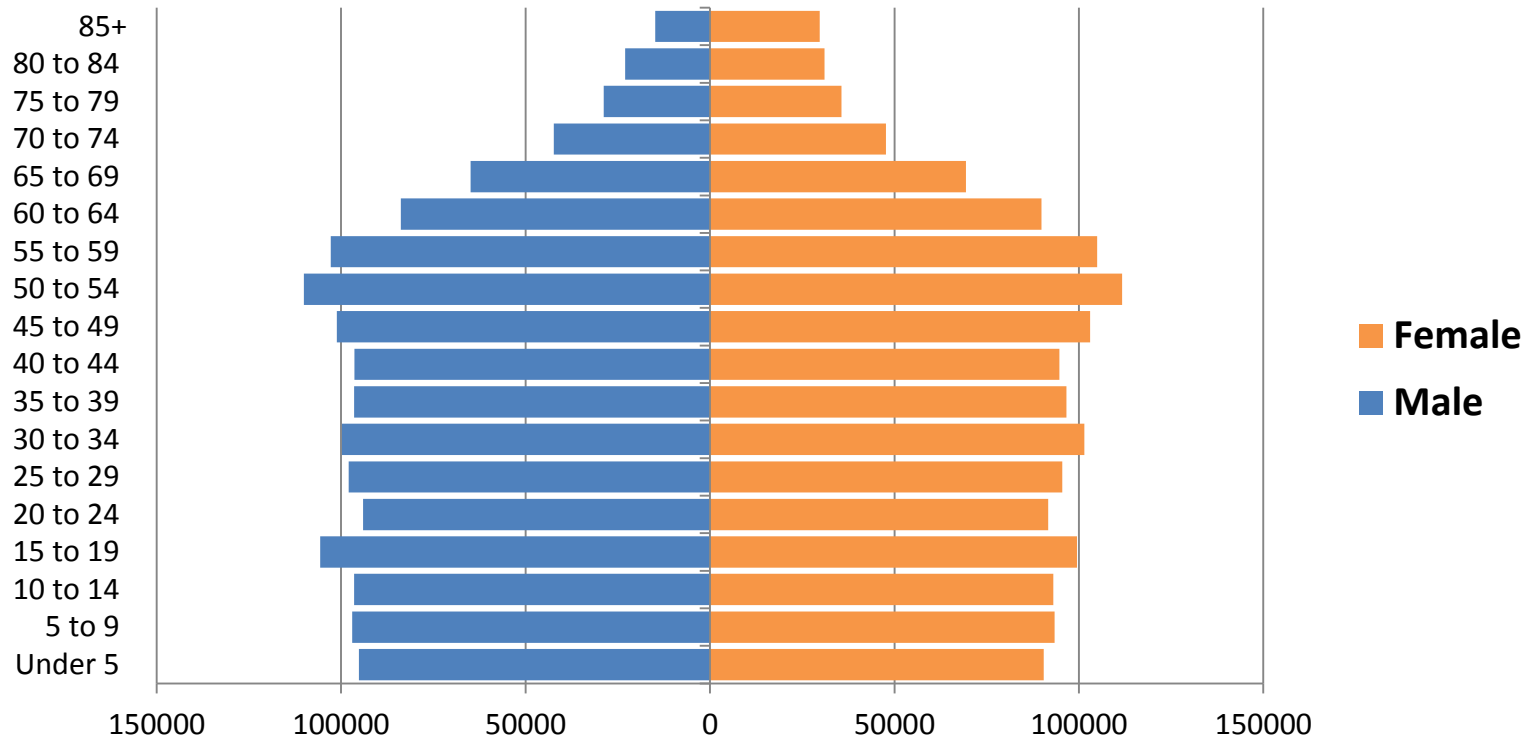




What the Twin Cities 7-county metro looks like... **this year**



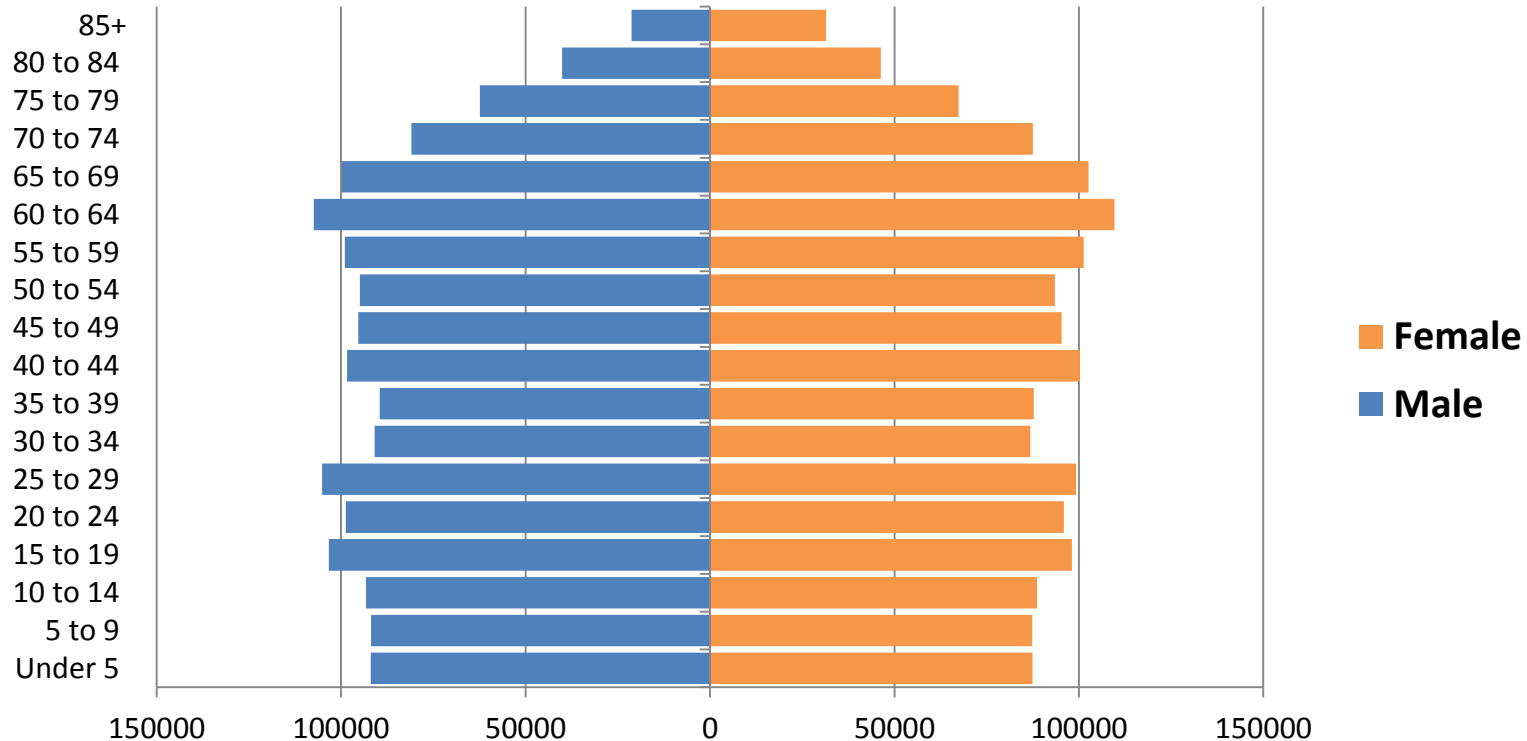
Population by age and sex
7-county Twin Cities metro, 2015





What the Twin Cities 7-county metro will look like... in 10 years

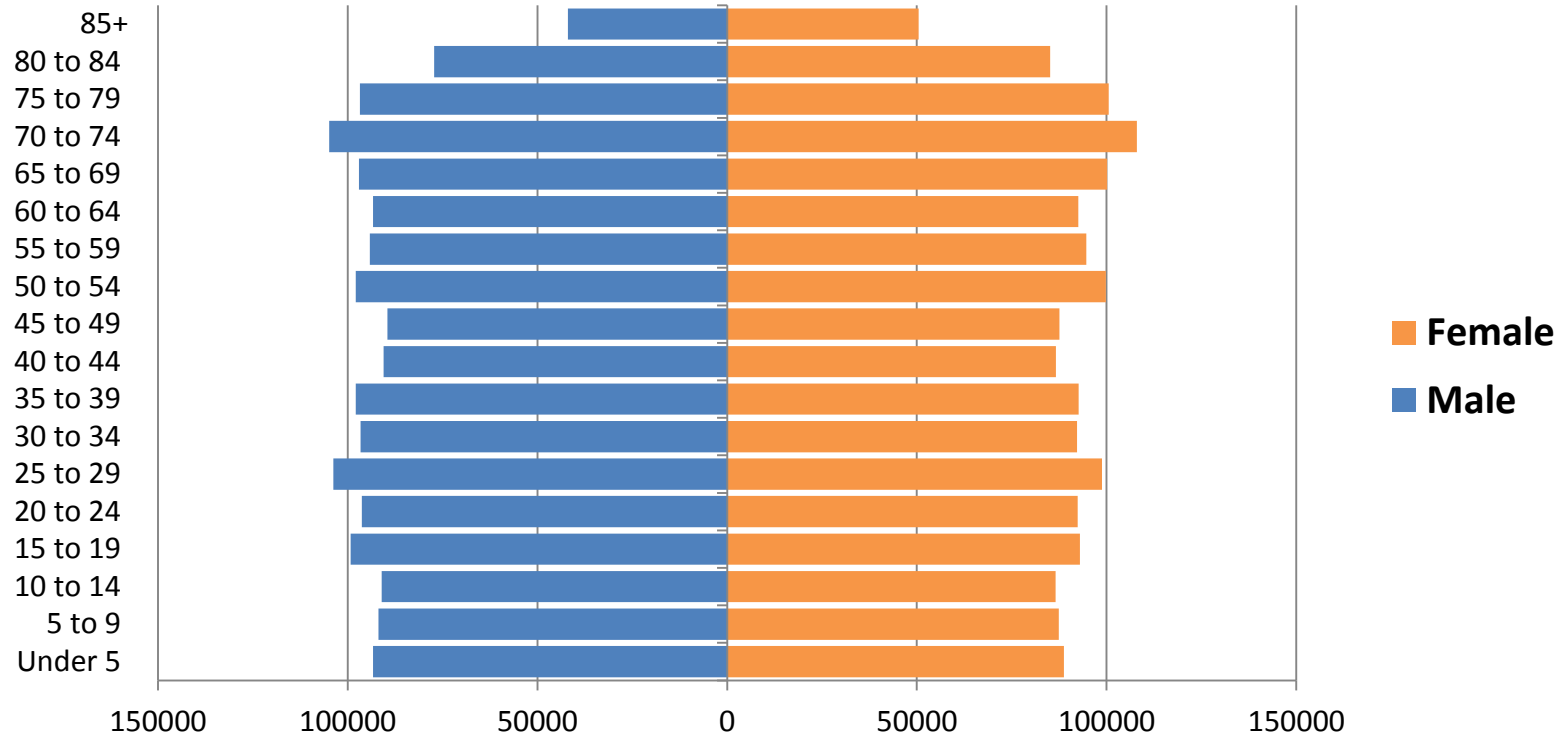
Population by age and sex
7-county Twin Cities metro, 2025





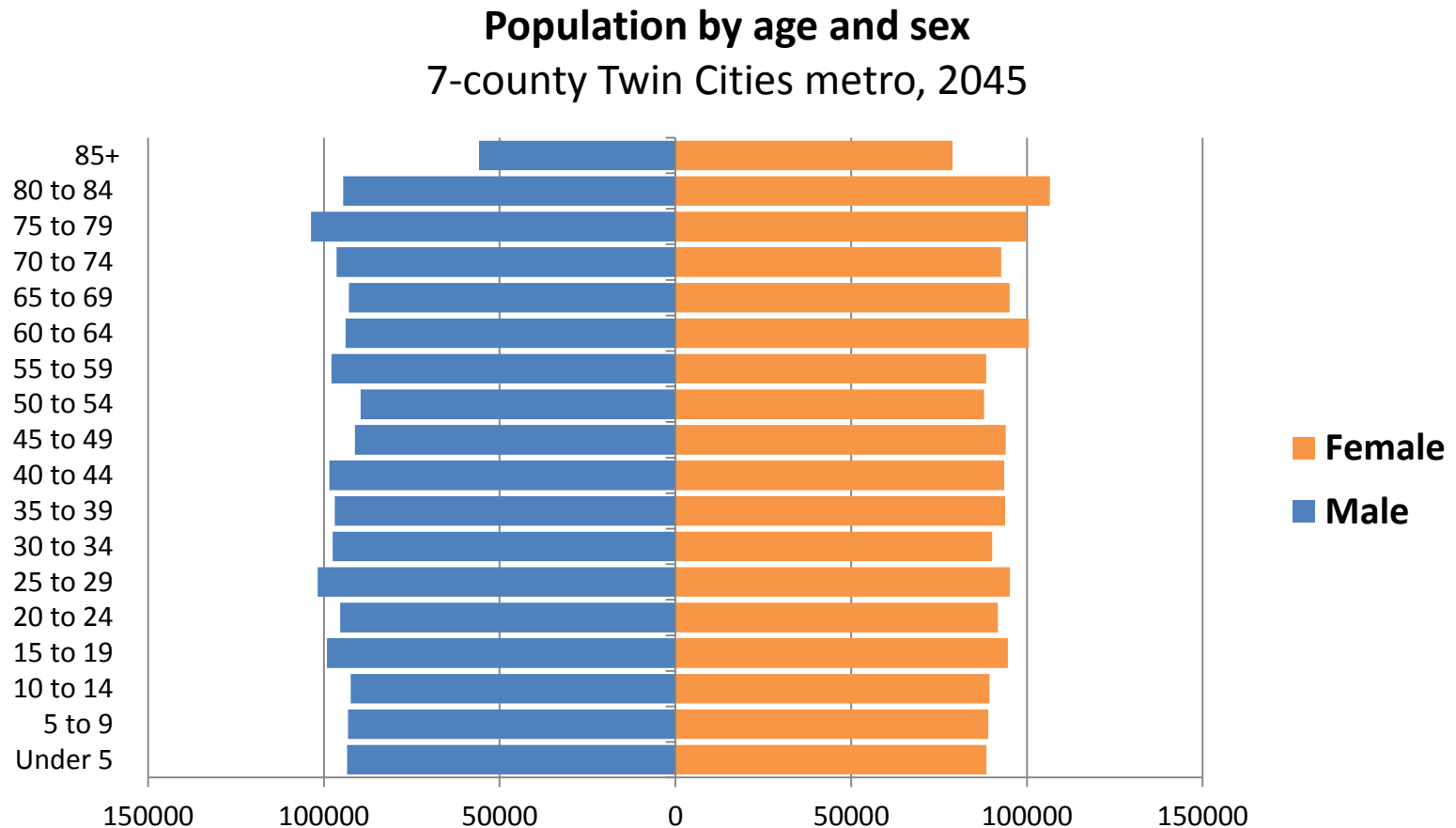
What the Twin Cities 7-county metro will look like... in 20 years

Population by age and sex
7-county Twin Cities metro, 2035



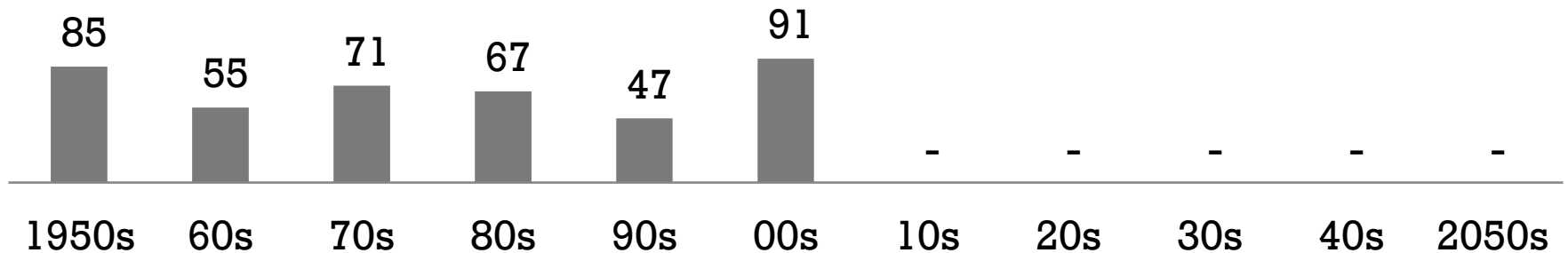


What the Twin Cities 7-county metro will look like... in 30 years



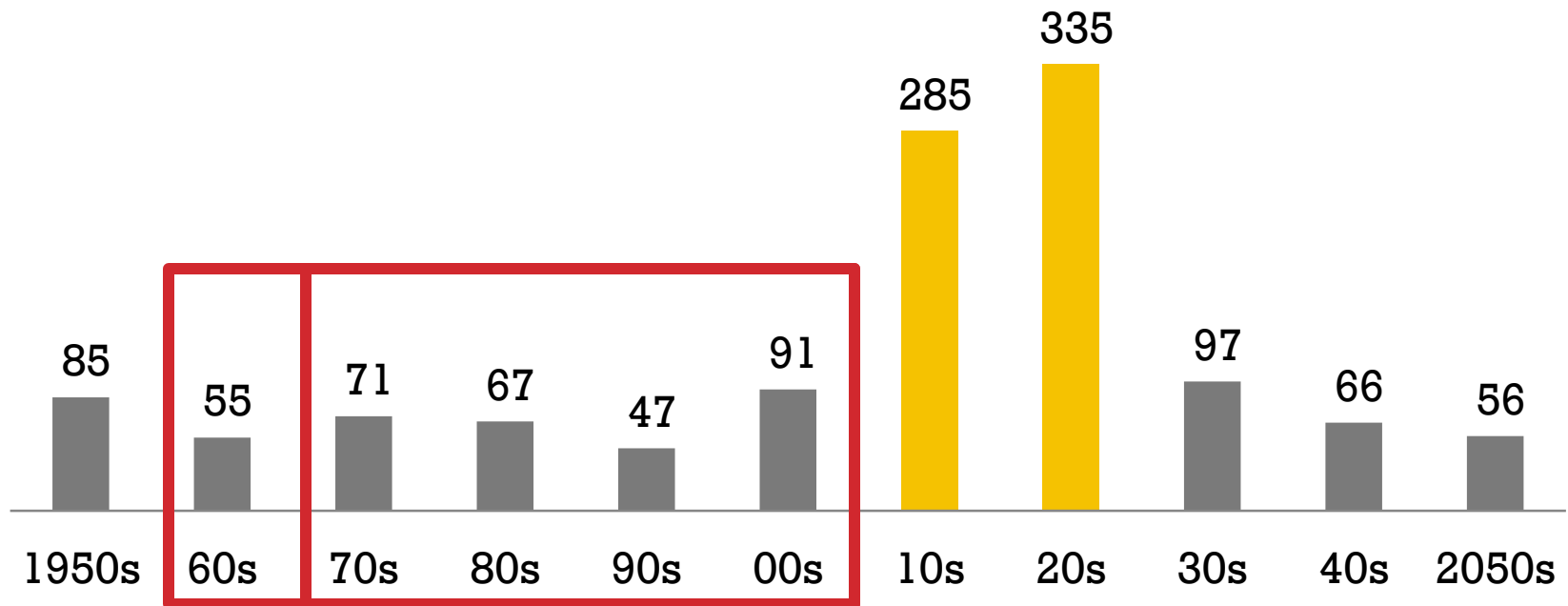
+ How many additional “older adults” will we gain during this decade?

Change in older adults, age 65+ (Thousands)



+ This decade and next: *Unprecedented* increases in MN's 65+ population

Change in older adults, age 65+ (in thousands)





QUIZ QUESTION:

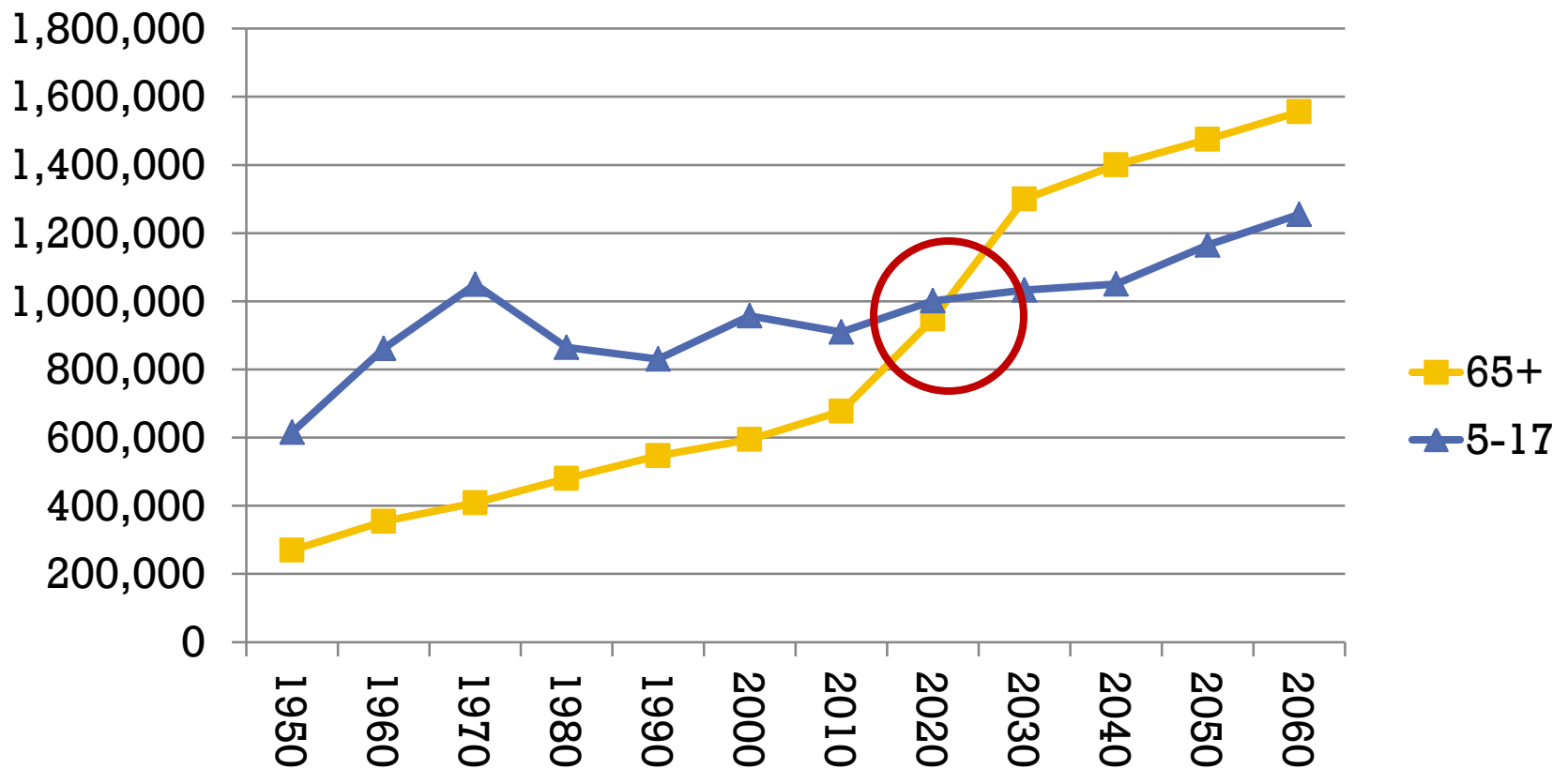


What event is predicted to happen in 2020 that has never before happened in the history of our state?

- A. The Vikings will win the Super Bowl
- B. MN will have more immigrants than U.S.-born residents
- C. MN will have more 65+ residents than school-age children, 5-17

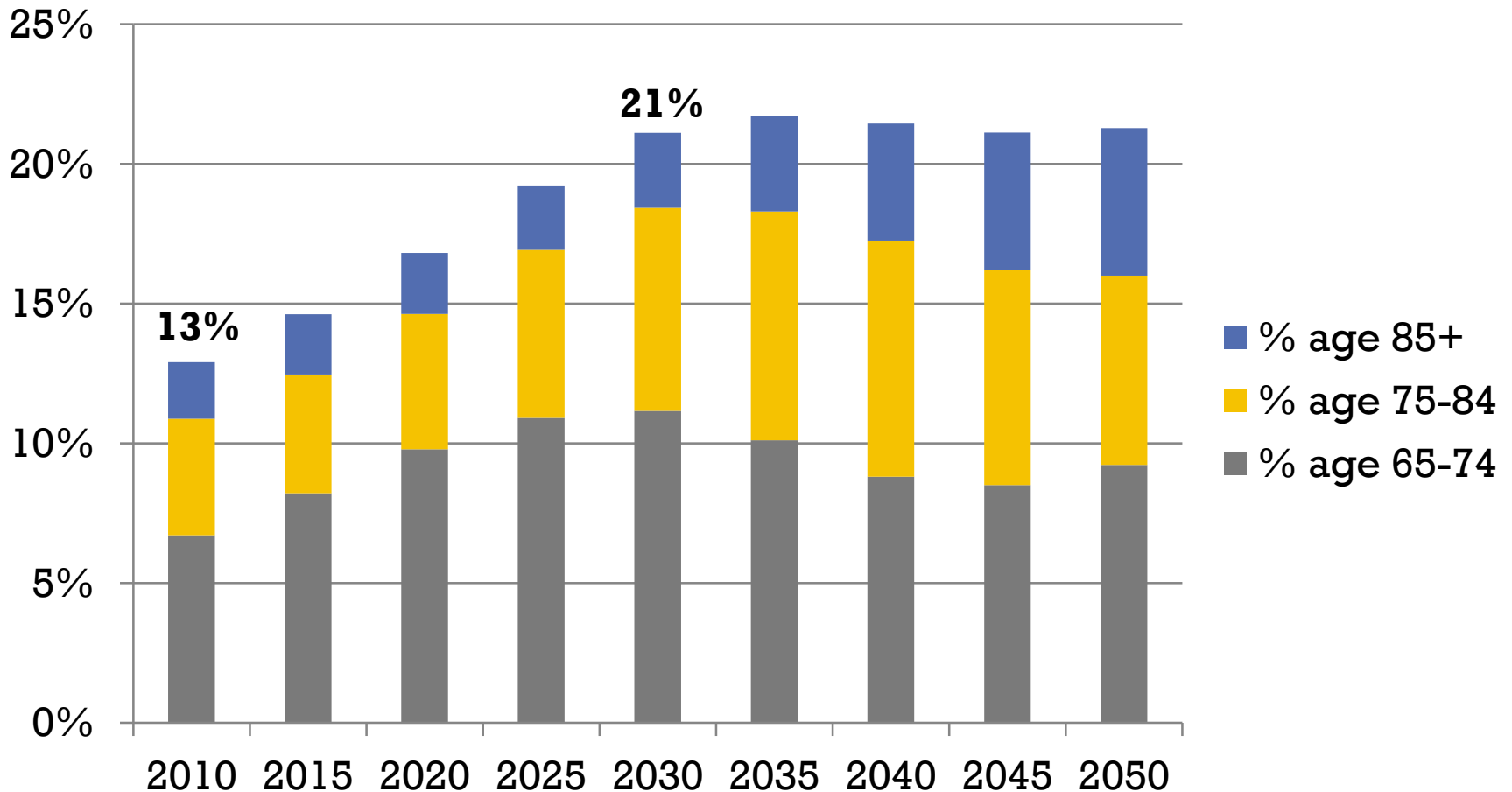


For the first time in MN history: More 65+ than school-age by 2020





By 2030, more than 1 in 5 Minnesotans will be 65+, including all Baby Boomers





Aging: Assets of our older population

- Minnesota's older adults are healthier, living longer, and working longer than prior generations
 - Life expectancy for Minnesotans age 65 now is 20.1 more years (15.6 years in good health)
 - Minnesota's Boomers and older adults volunteer in record numbers, strengthening our communities in countless ways
 - Opportunities to mentor in business and educational settings





Challenges related to our aging population



- Will we have or create sufficient **infrastructure** for more transportation, caregiving, health care, and social support needs, as **health challenges and disabilities increase**, especially when children live far away?
- Will we be able to **finance needed services**, especially long-term care? Private and public medical expenses will increase considerably.
- Will we have the workers to form a strong, skilled, highly **productive labor force** as the Boomers retire — for economic growth, tax revenues for needed services, and maintaining a high quality of life in MN?

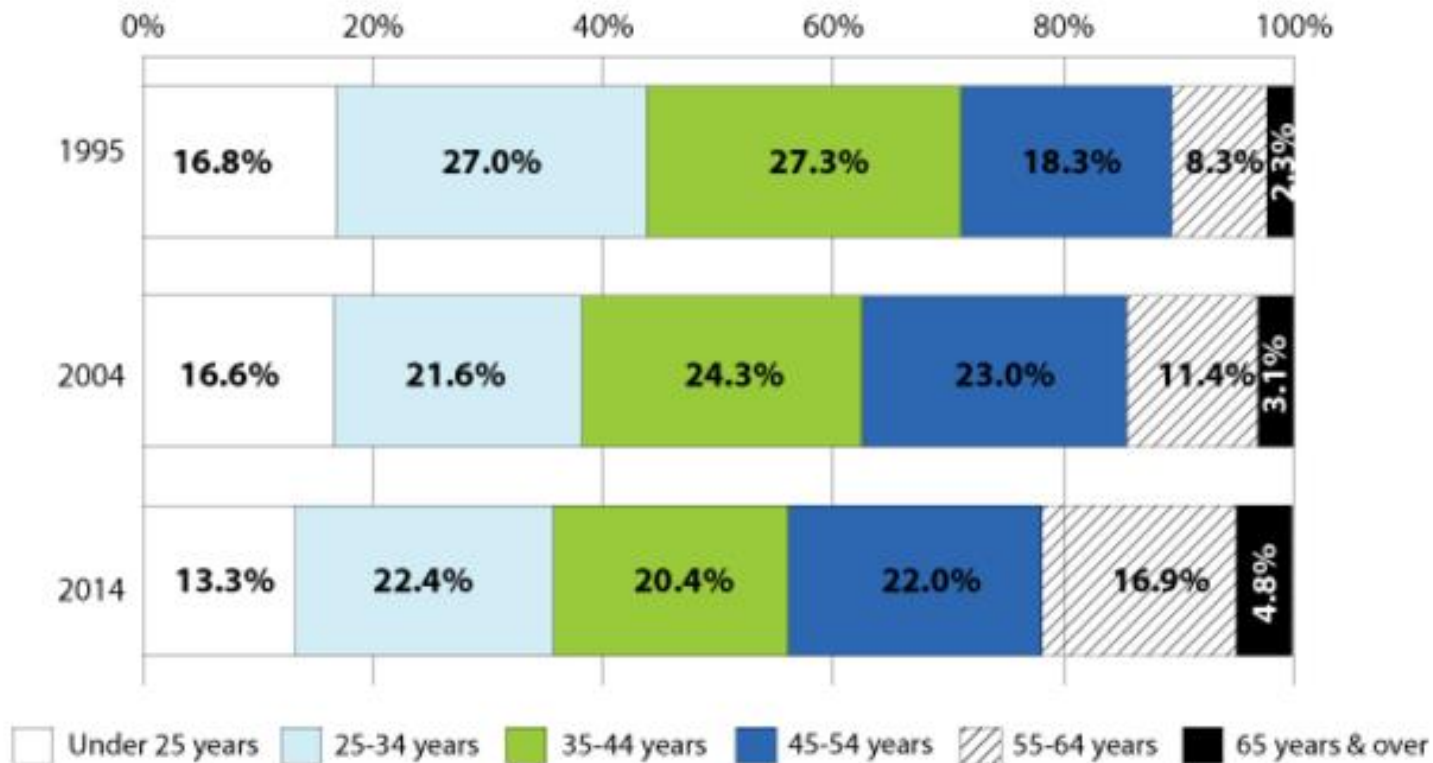


Workforce Considerations



Minnesota has shifted to an older workforce: 22% were 55+ in 2014

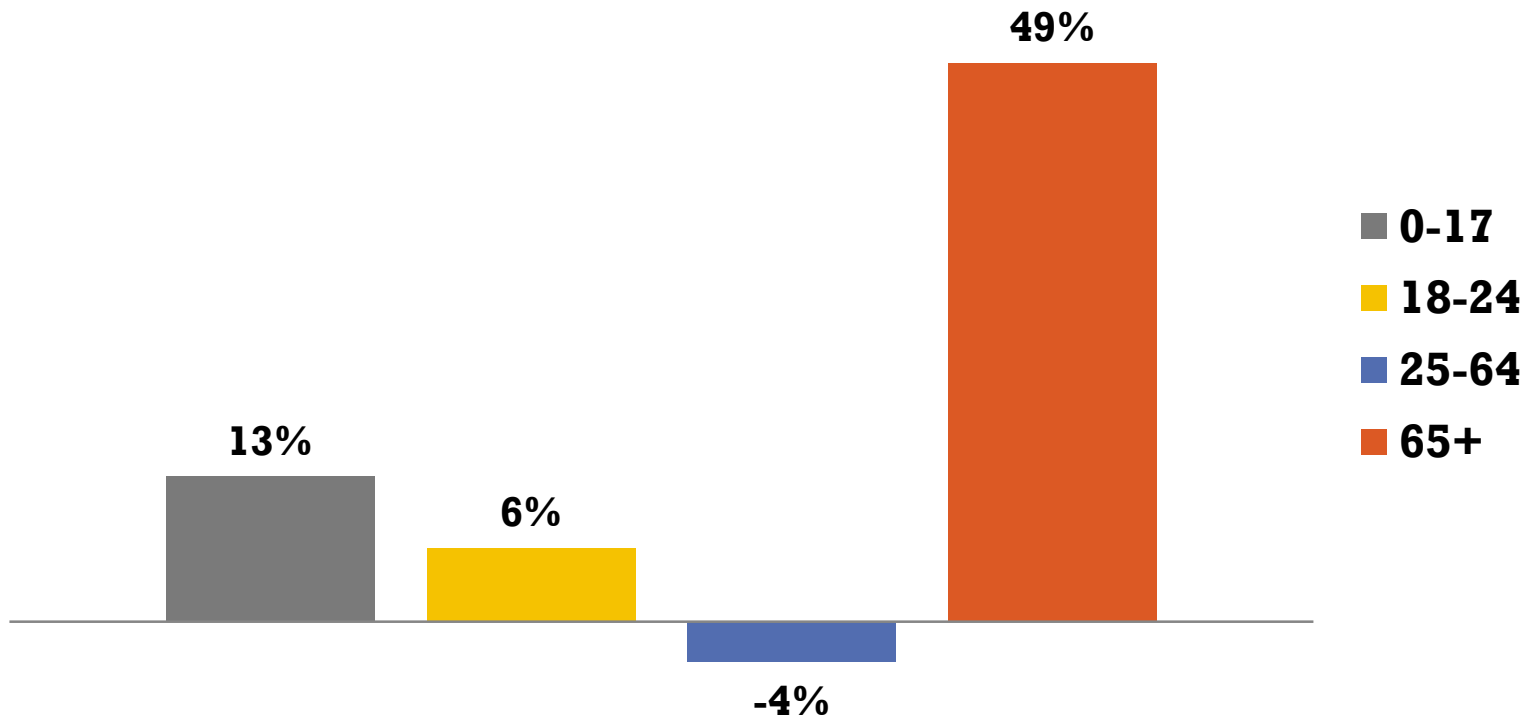
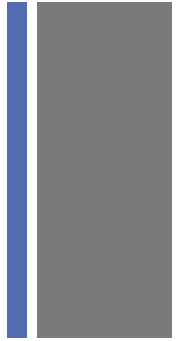
Figure 2: Percent of Minnesota Jobholders by Age Group, 1995-2014



Source: DEED Quarterly Workforce Indicators (QWI)

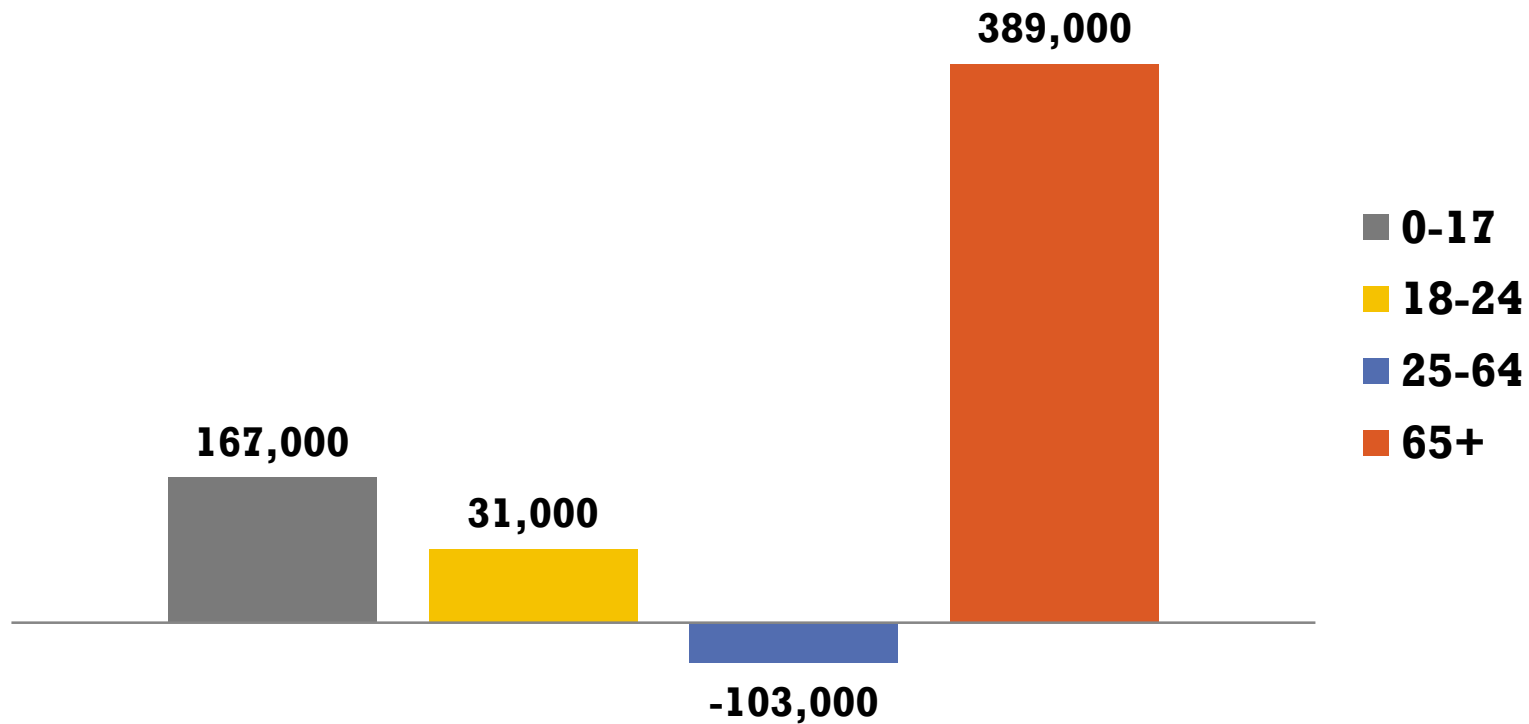


Change in MN age groups between 2015 and 2030 (percent)



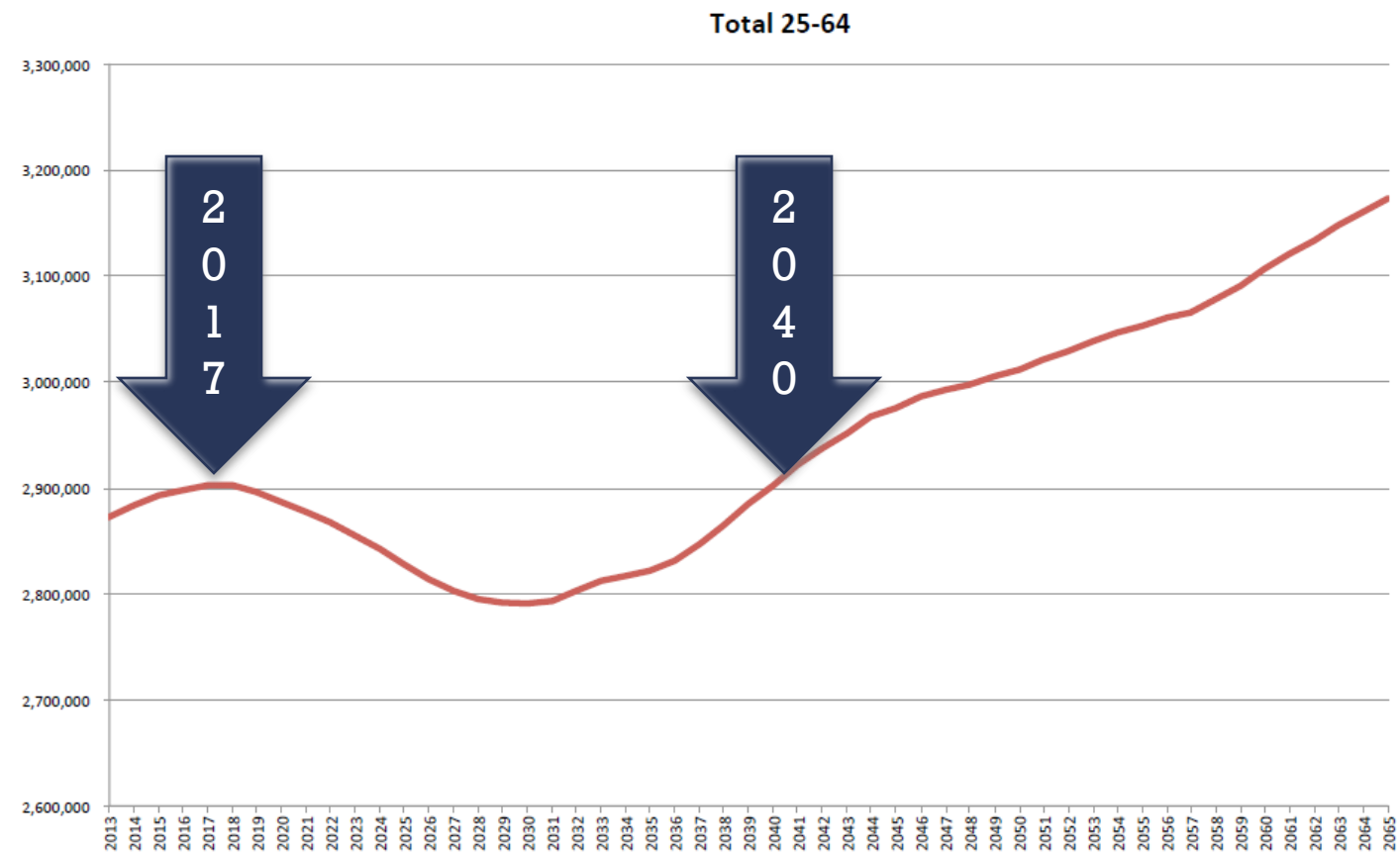


Change in MN age groups between 2015 and 2030 (people)





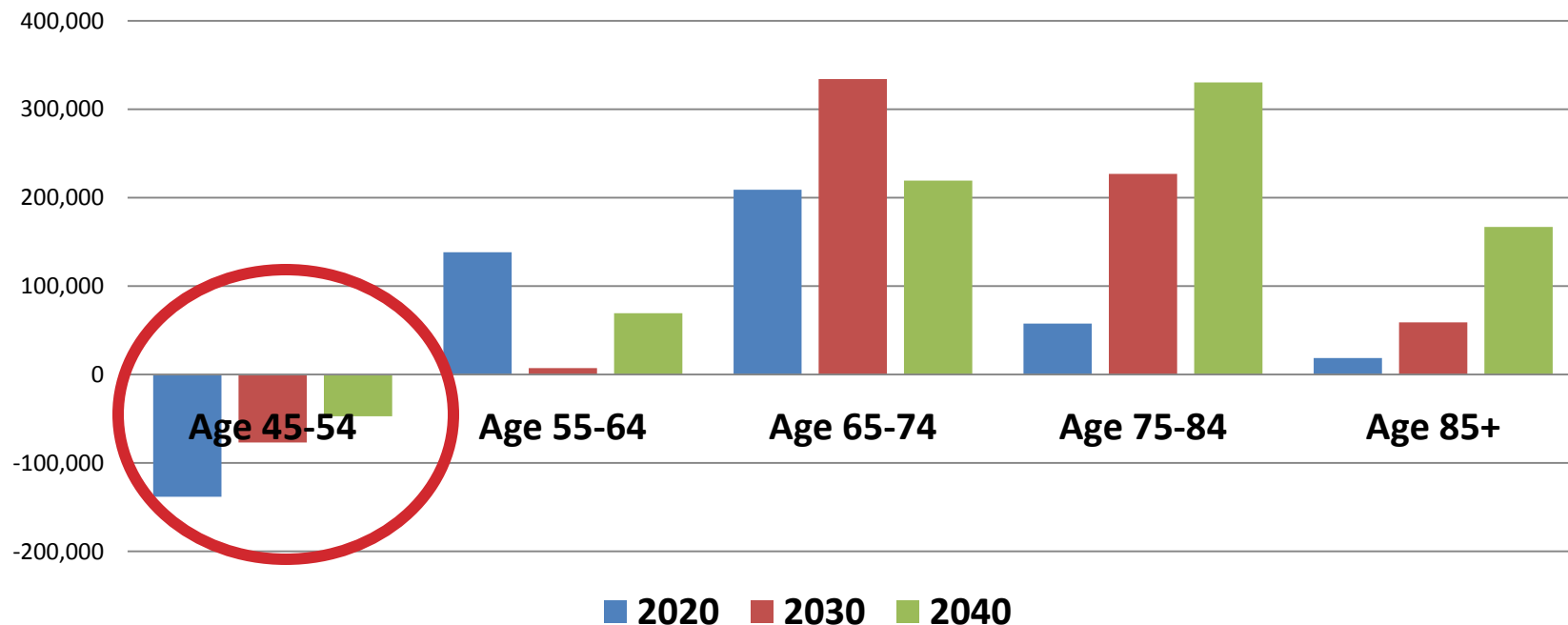
Total 25- to 64-year-olds in MN will dip by about 100,000 individuals





The coming decades will see dramatic growth in older cohorts

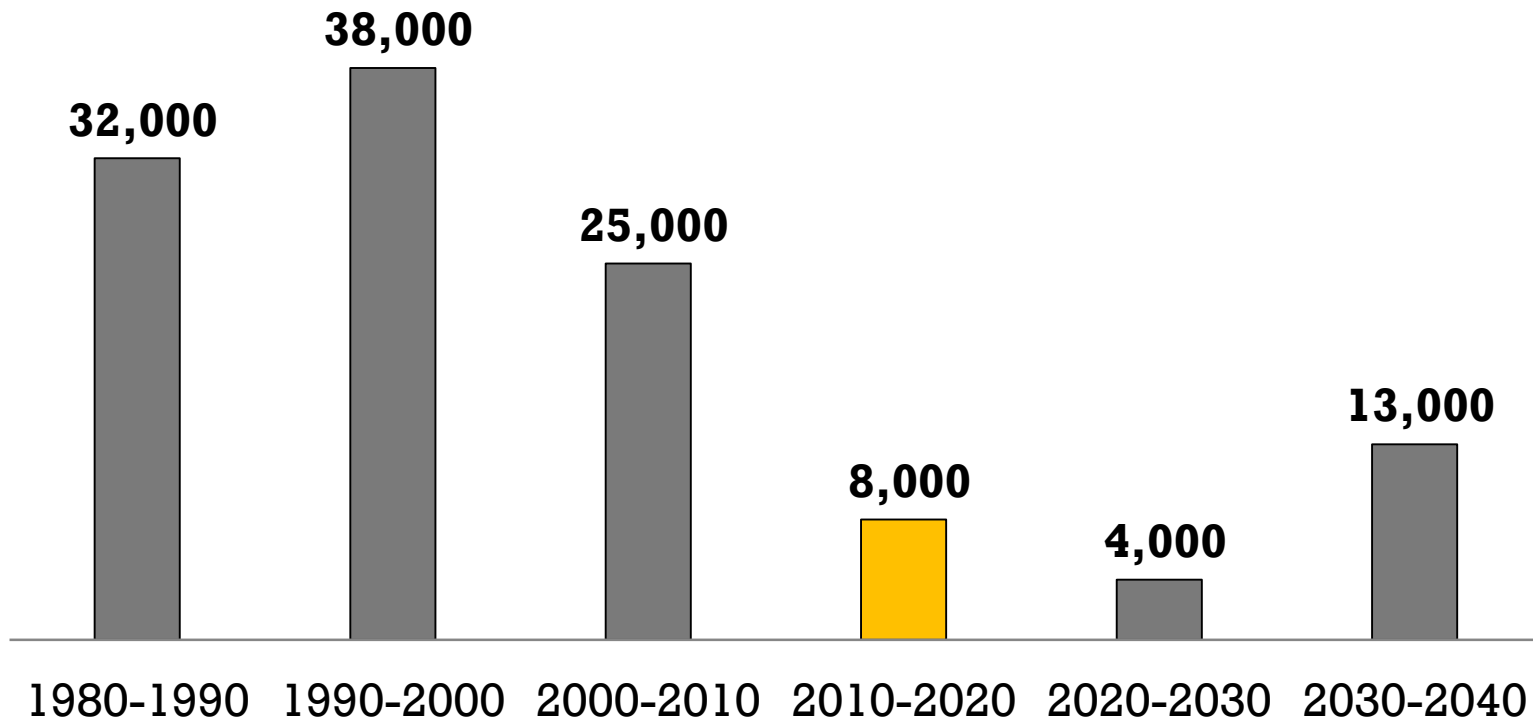
Expected numeric change in people by age cohorts,
between 2010 and given year, Minnesota





Projected Growth, MN Labor Force

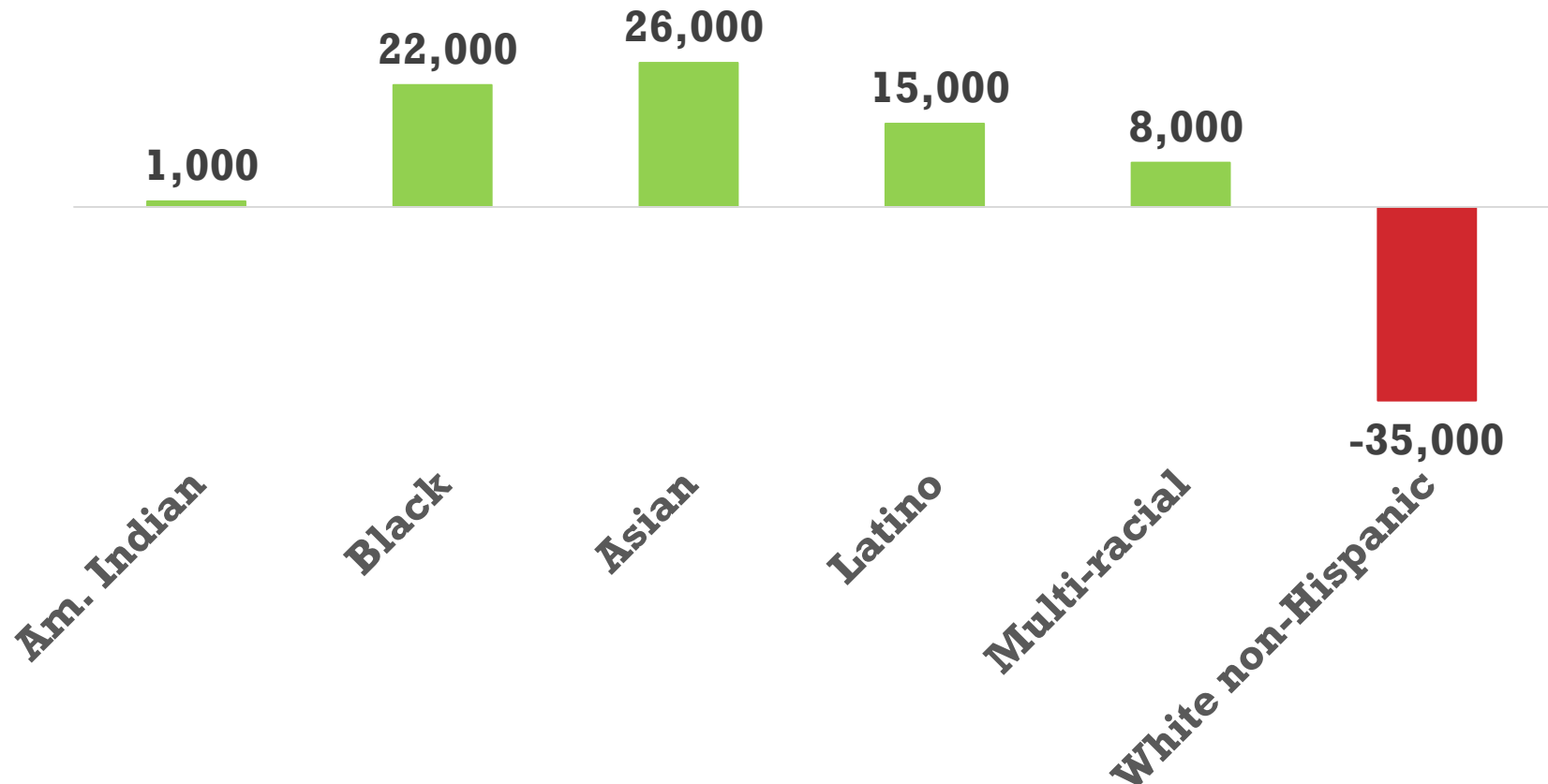
Annual Average, Ages 16+





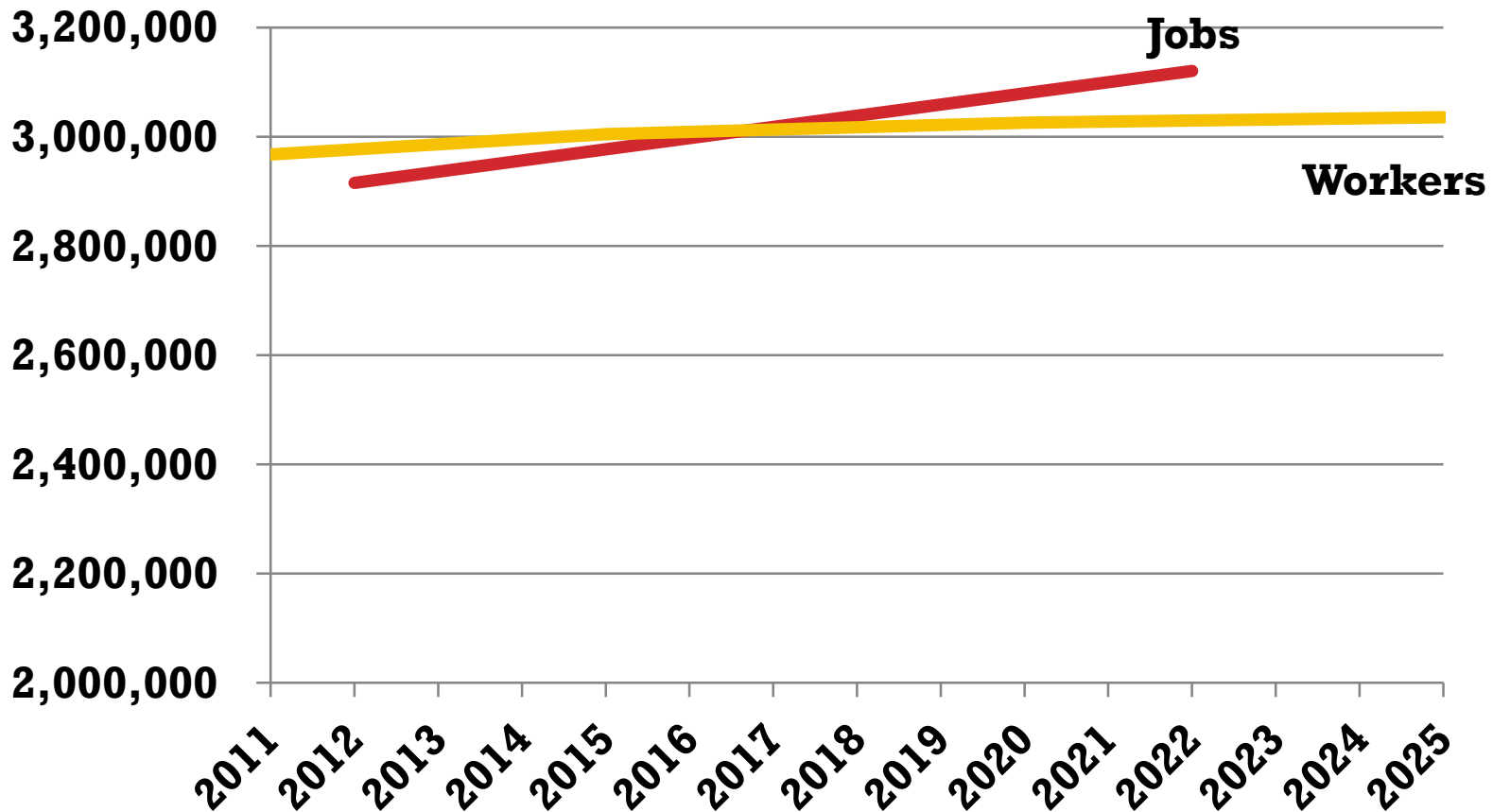
White working-age losses, but growth in all other groups since 2010

Change in MN population 15-64, 2010-2014





Projected job growth and projected labor force growth





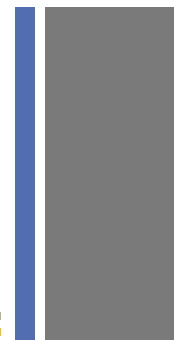
Job outlook in MN through 2022 (from DEED)



- Total jobs in MN projected to increase by 205,000 between 2012 and 2022.
 - This is **7 times more job growth** than during previous 10 years (2002-2012), when MN added just 29,000 jobs (Great Recession)
- However, by 2017-2022, labor shortages will limit job expansion in MN



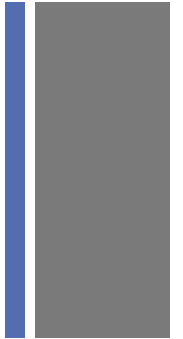
Job outlook in MN through 2022 (from DEED)



- The two largest major occupational groups in MN — “professional & related occupations” and “service occupations” — will add the most jobs by 2022
 - 61% of all expected growth
 - Include many occupations at the *opposite* ends of the educational attainment and earnings range
 - Occupations adding the most jobs: personal care aides (+23K), home health aides (+10K), registered nurses (+9K), retail salespersons (+7K), food workers/servers (+5K)



Opportunities to impact labor force's quality and size



- Grow your own (train, retrain, and retain your own)
- Attract new workers (domestic, int'l migration)
- Better alignment of preparation (& retooling)
- Pull (or keep) additional folks in the labor force:
 - Older workers
 - People with disabilities
 - Parents, especially mothers
 - Discouraged workers
 - People with less education/skills that align poorly with available jobs

Migration Trends



See our “Minnesota on the Move” special report on migration –
<http://mn.gov/admin/images/mn-on-the-move-migration-report-msdc-jan2015.pdf>

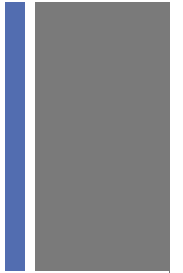
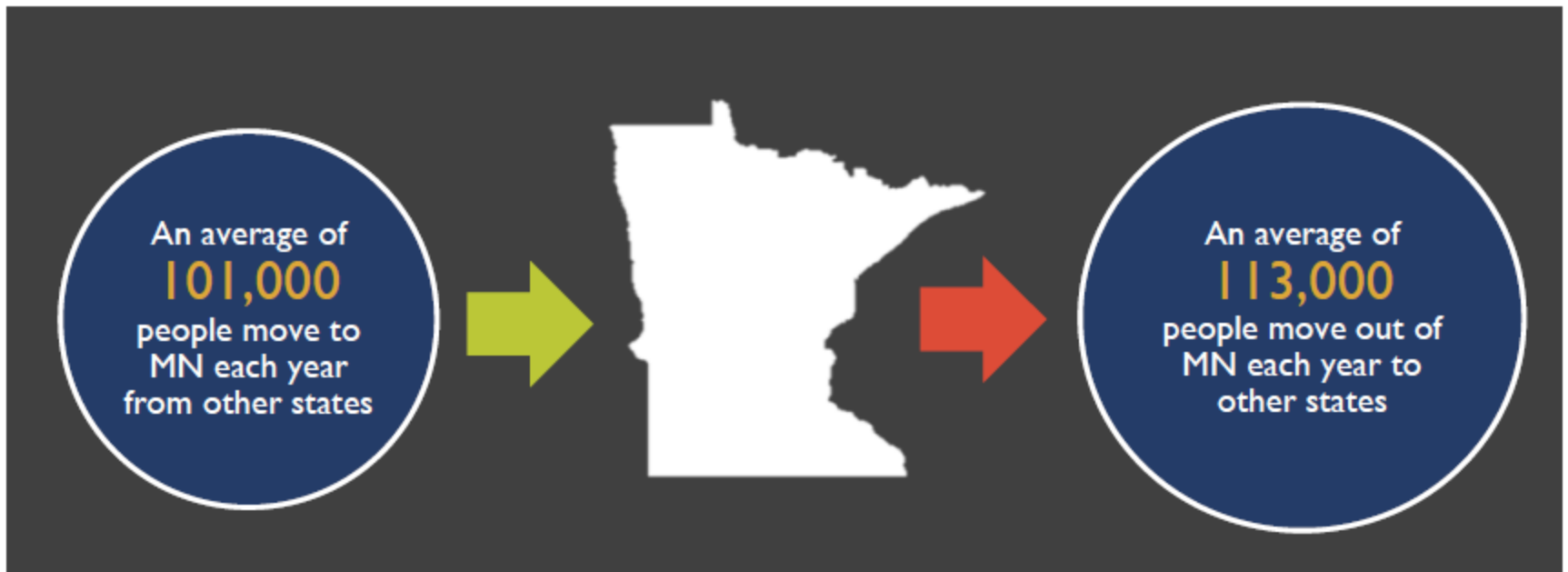


Figure 8: Minnesota's Annual Average Domestic Migration Flows, 2008-2012

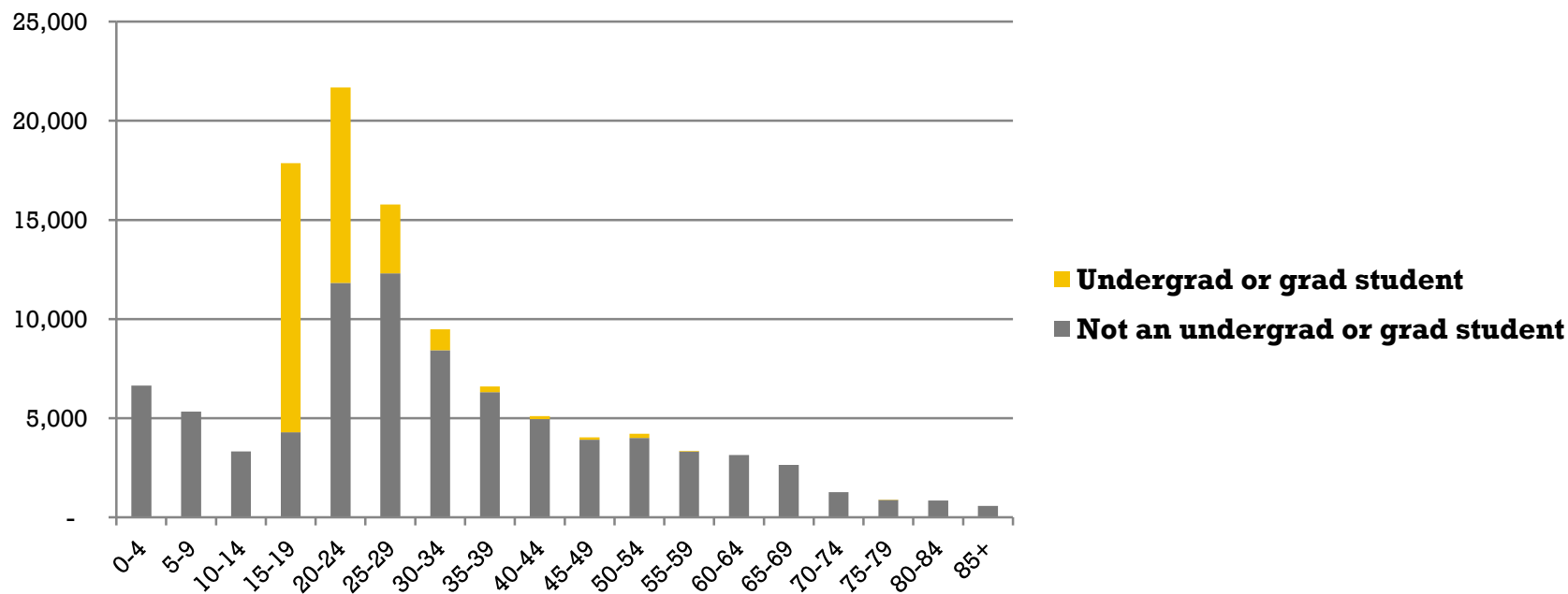


Source: IPUMS version of U.S. Census Bureau's 2008-2012 American Community Survey. Tabulations by MN State Demographic Center.



MN out-migrants are concentrated among those in late teens and 20s

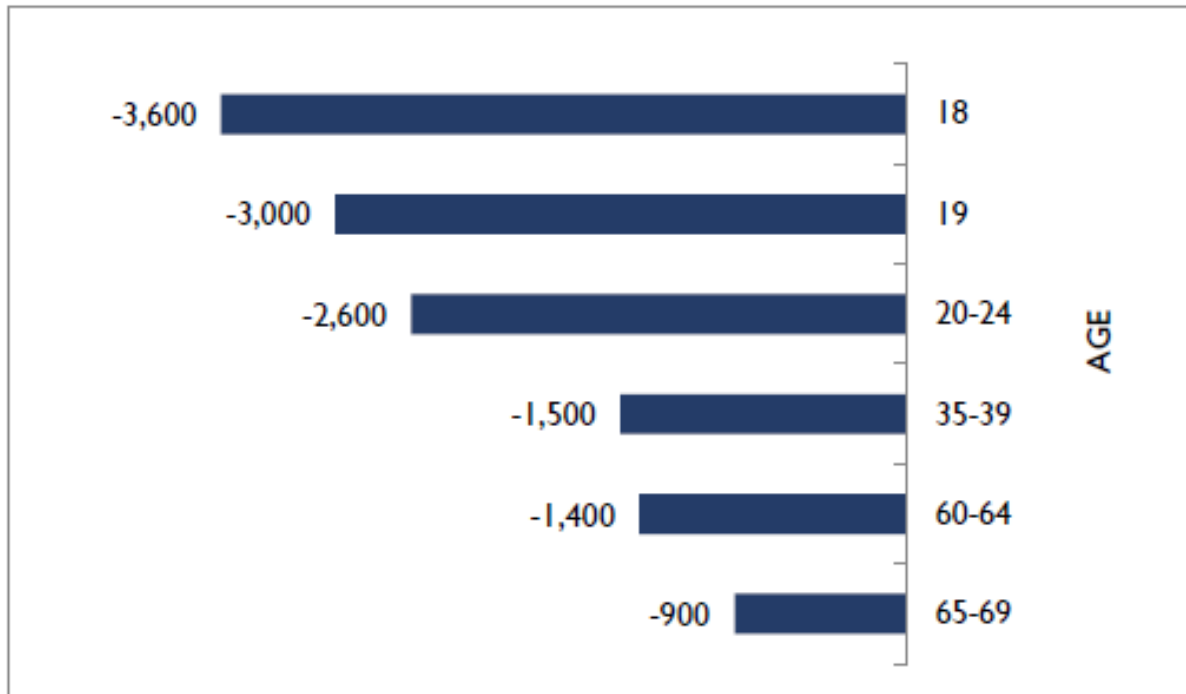
Annual leavers from Minnesota, by age group and student status, 2008-2012





Age groups with net losses from domestic migration, 2008-2012

Figure 13: Age Groups With Net Losses From Migration To Other States, By Average Annual Number Of People Lost, Minnesota, 2008-2012

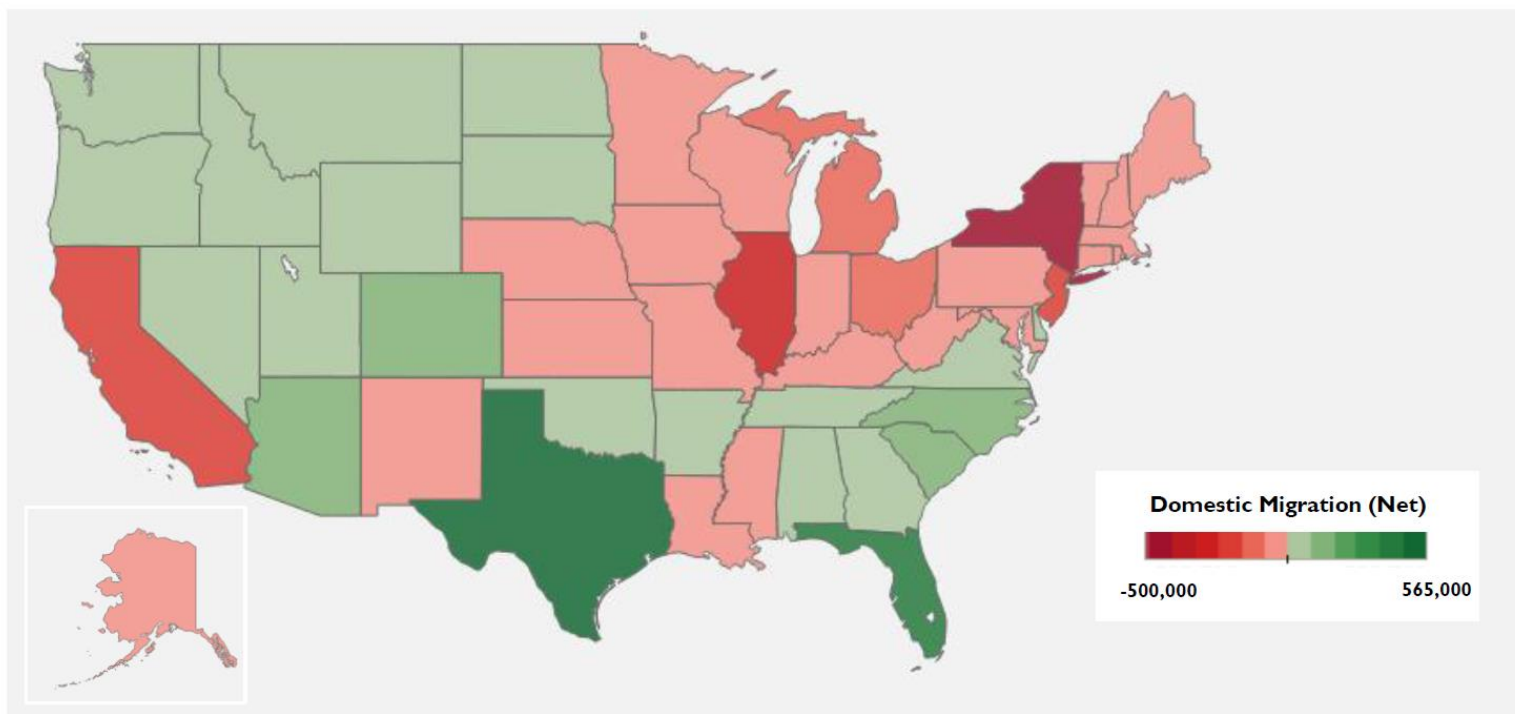


Source: IPUMS version of U.S. Census Bureau's 2008-2012 American Community Survey. Tabulations by MN State Demographic Center.



Domestic net migration, by state, since 2010 census

Figure 6: Domestic Net Migration, By State, April 1, 2010 – July 1, 2014



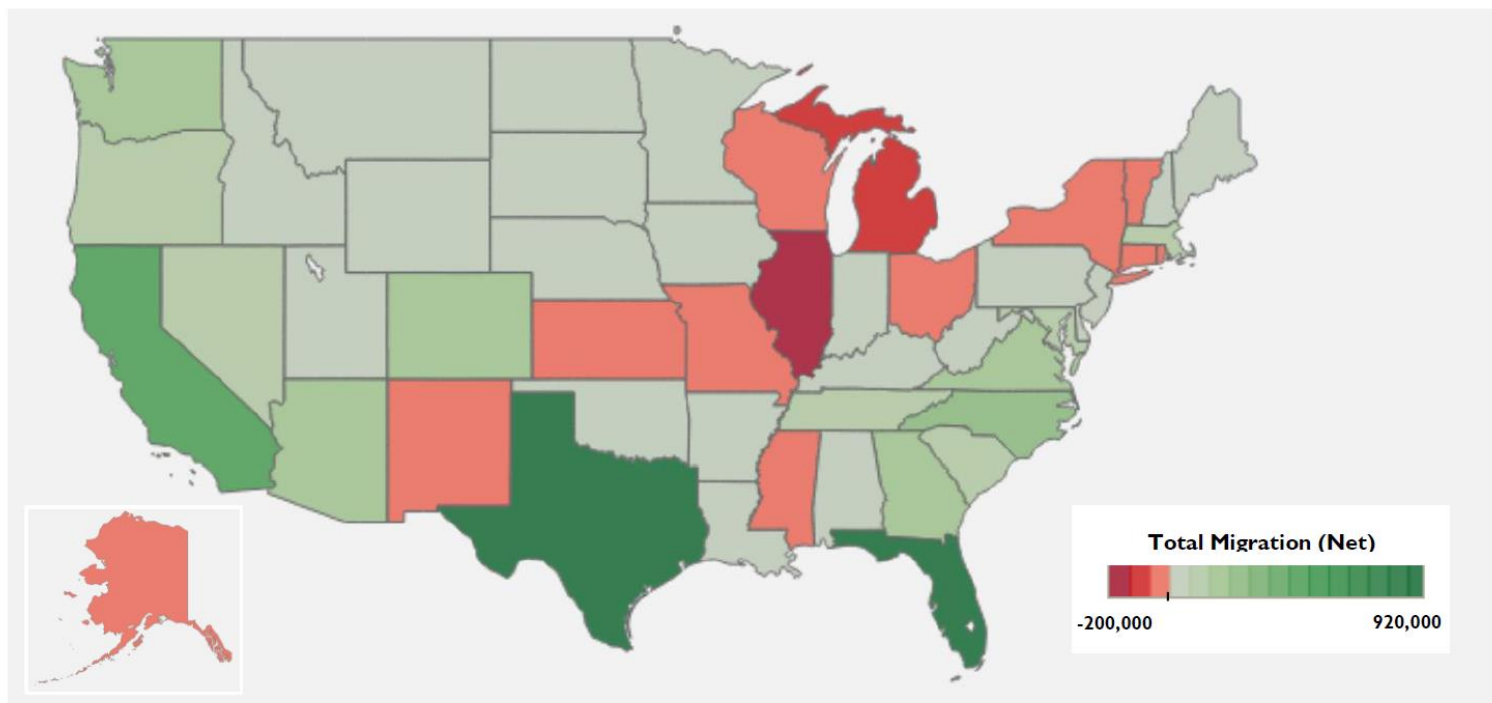
Source: U.S. Census Bureau, 2014 Population Estimates. Note: Domestic plus international figures may not equal totals due to rounding and a "residual," the result of controlling county populations to the national population for the entire set of estimates.

For interactive map online, see: https://public.tableausoftware.com/views/MigrationReportMapping/DomesticMigrationNet?:embed=y&:display_count=no



Total net migration, by state, since 2010 census

Figure 5: Total Net Migration, By State, April 1, 2010 – July 1, 2014

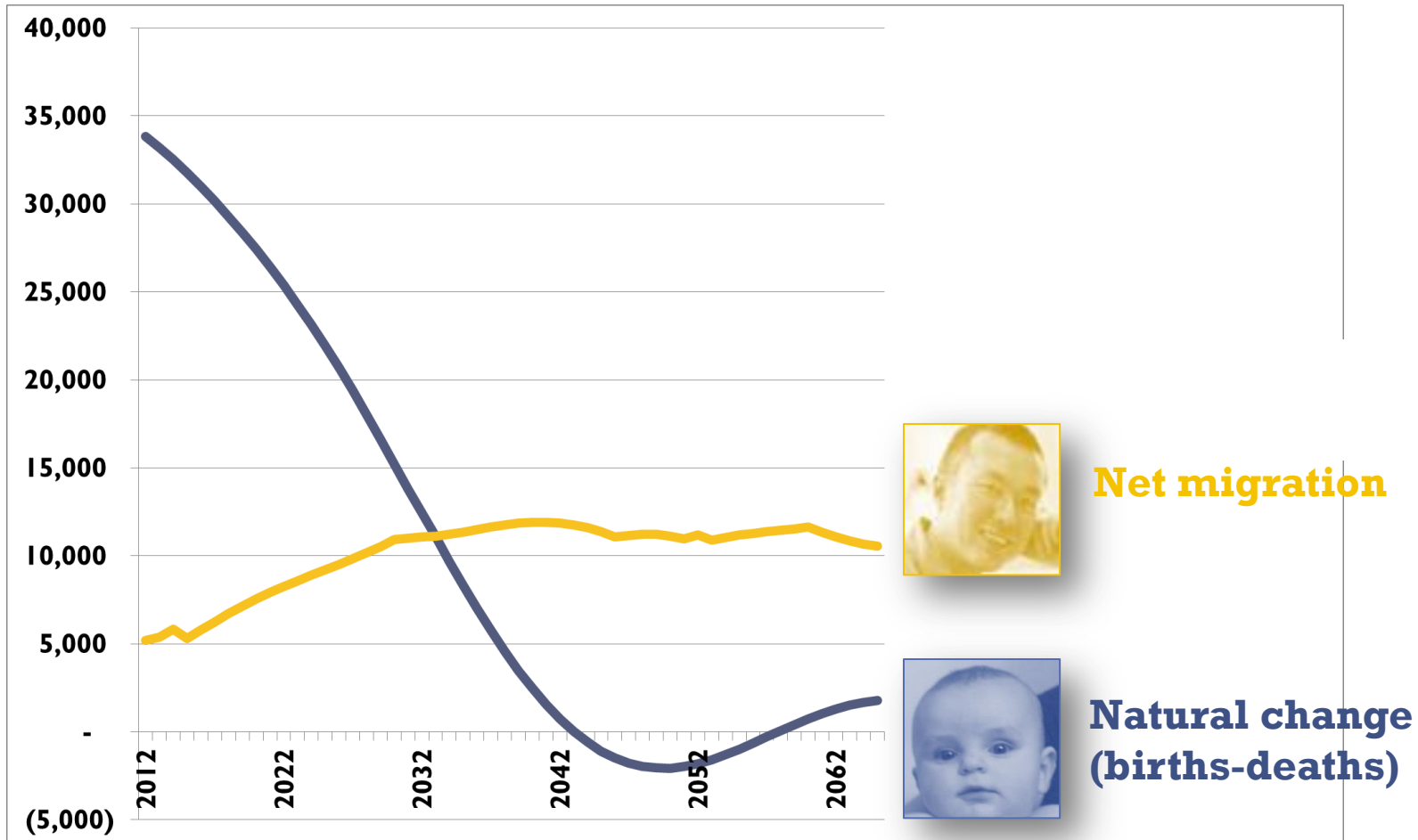


Source: U.S. Census Bureau, 2014 Population Estimates. Note: Domestic plus international figures may not equal totals due to rounding and a "residual," the result of controlling county populations to the national population for the entire set of estimates.

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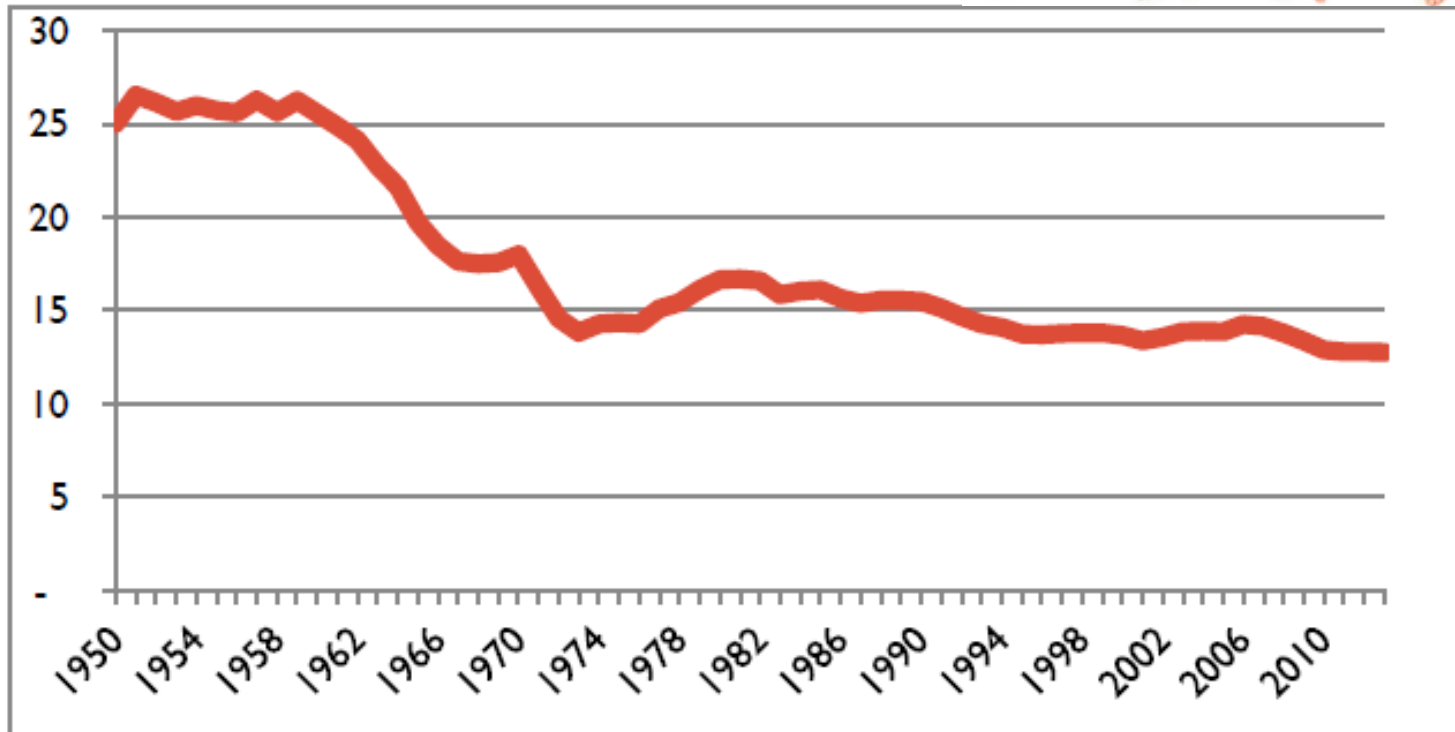
Net migration will become the major driver of our state's growth





Minnesotans not as fond of making babies as they were in the past

Figure 3: Births Per 1,000 Minnesotans, 1950-2013



Source: Minnesota Department of Health, Vital Statistics; U.S. Census Bureau, Population Estimates.



Business and workforce attraction efforts

GREATER MSP™

Minneapolis Saint Paul Regional Economic Development Partnership

DOING BUSINESS HERE

16 COUNTY METRO

KEY INDUSTRIES

LIVING HERE

MAKE IT. MSP.

ABOUT US



Affordable Utilities

Demographics

Workforce

Major Employers

Infrastructure

Taxes


Incentives

Property Search

Affordable Utilities

Minnesota is one of very few states to exempt energy used in the manufacturing process from sales tax. The exemption includes natural gas, electricity and other utilities, providing bottom-line savings to heavy energy users.

Greater MSP offers significantly lower natural gas, electricity and water service rates

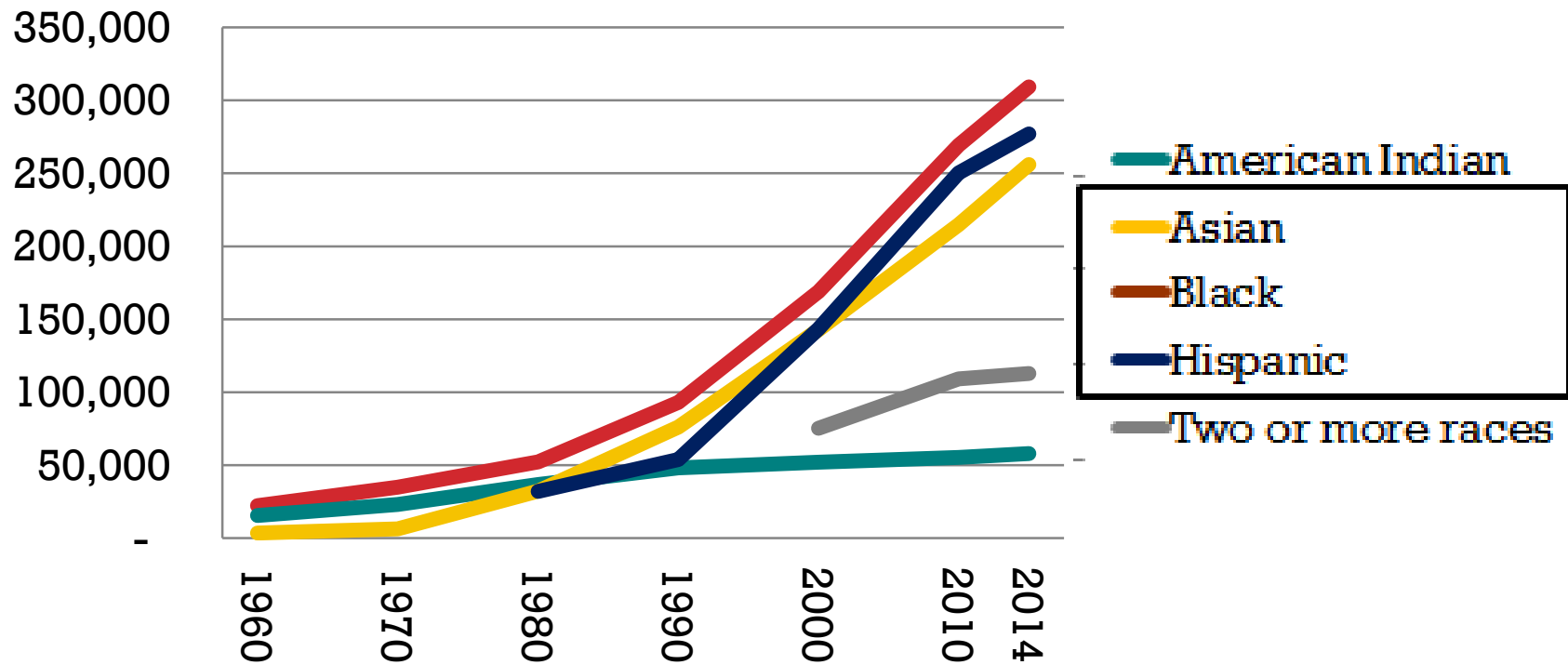


Where will
our future
growth come
from?



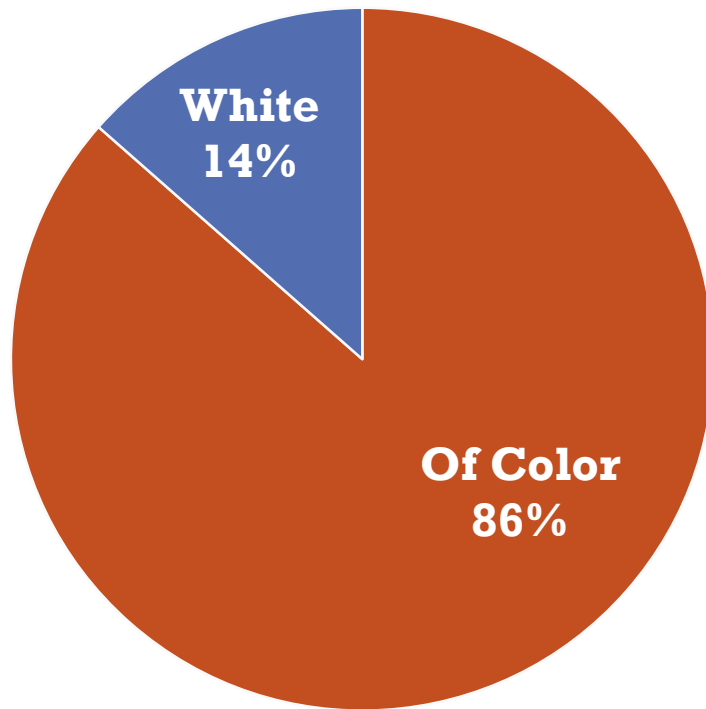
Populations of Color now total 1 million in MN, 19% of the population

Populations of color in Minnesota

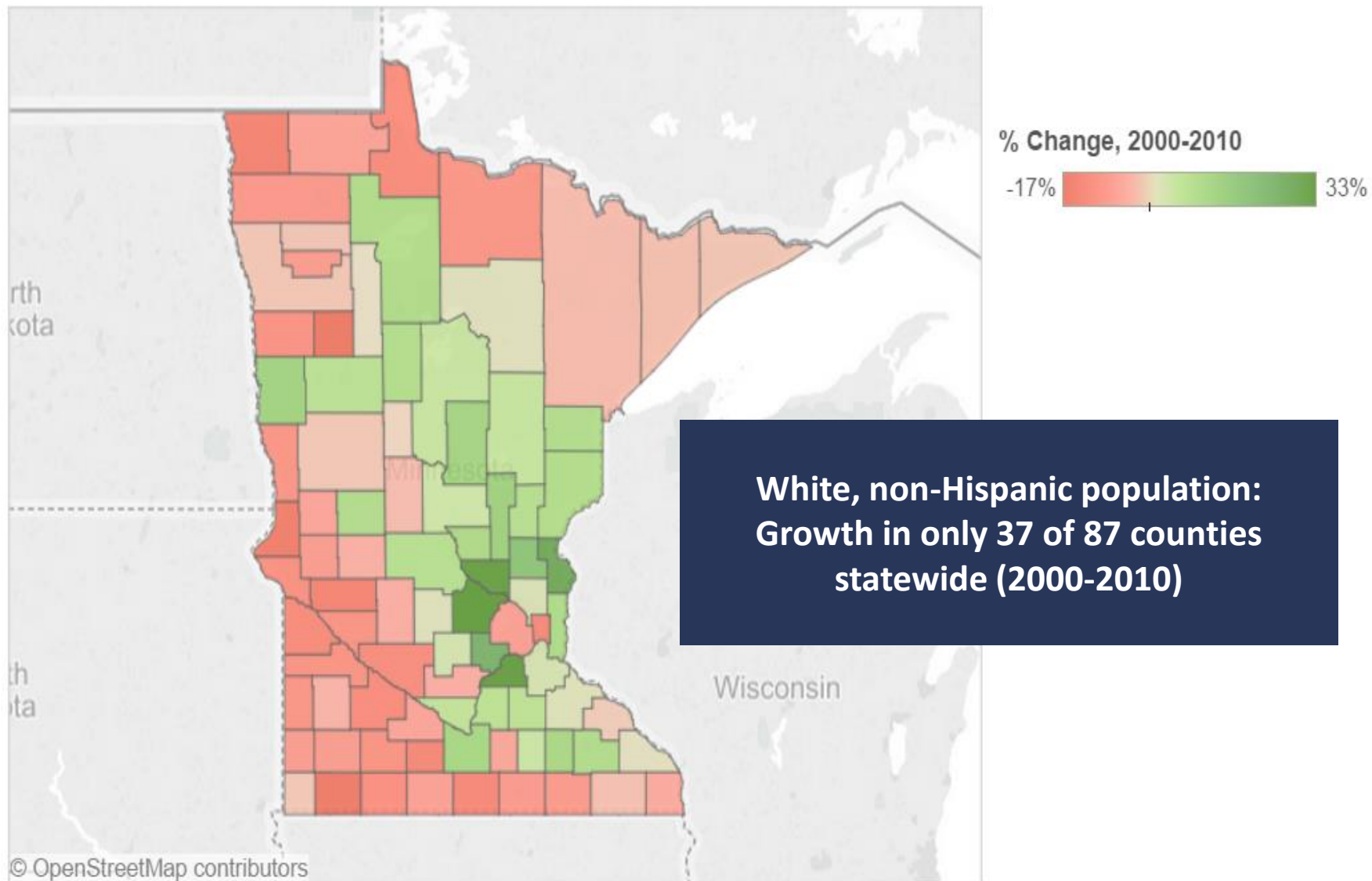


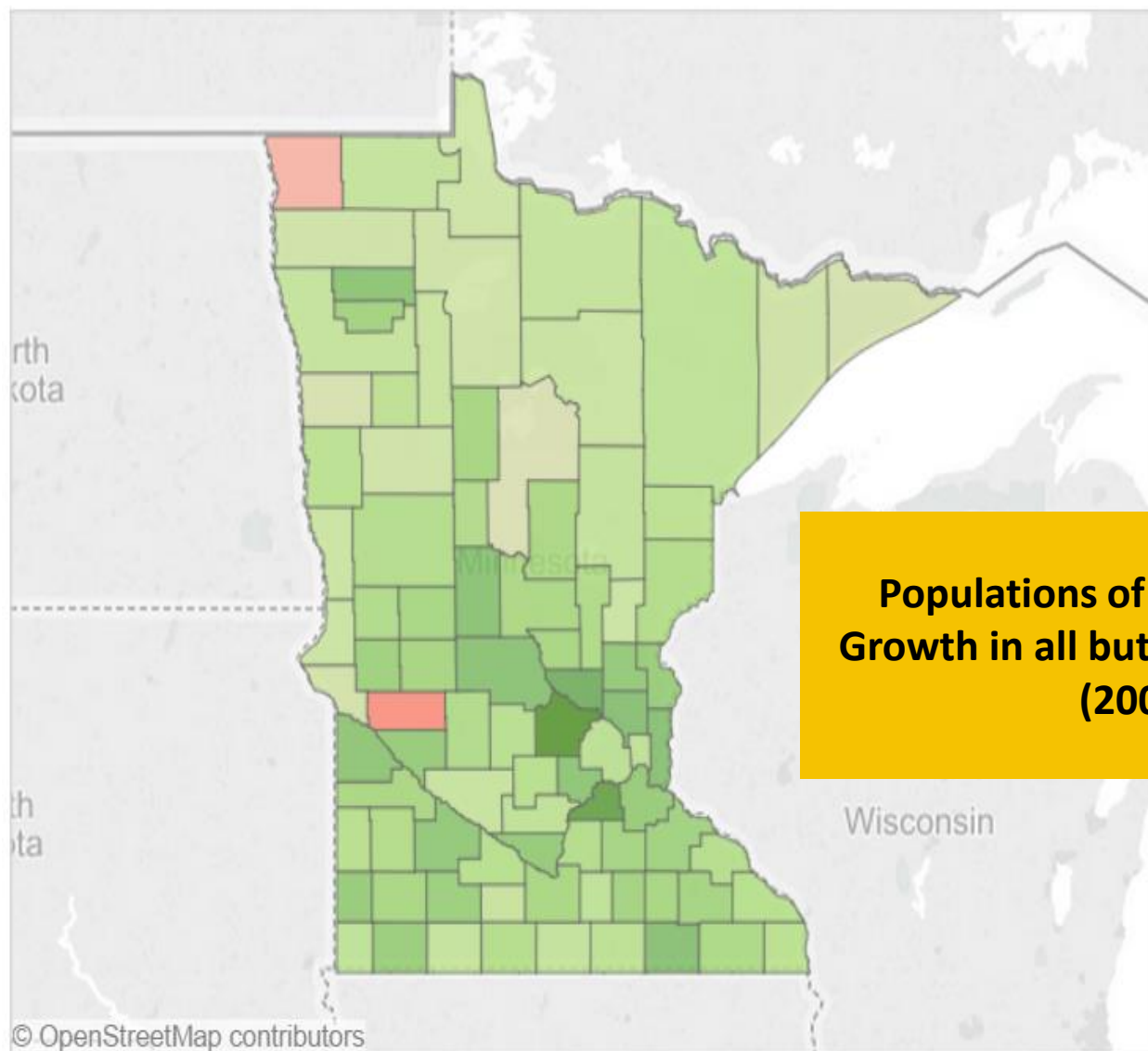


Between 2000 and 2010 most of MN's growth was from populations of Color



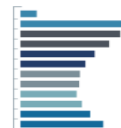
**350,000
more
Minnesota
residents
in 2010
than in
2000**





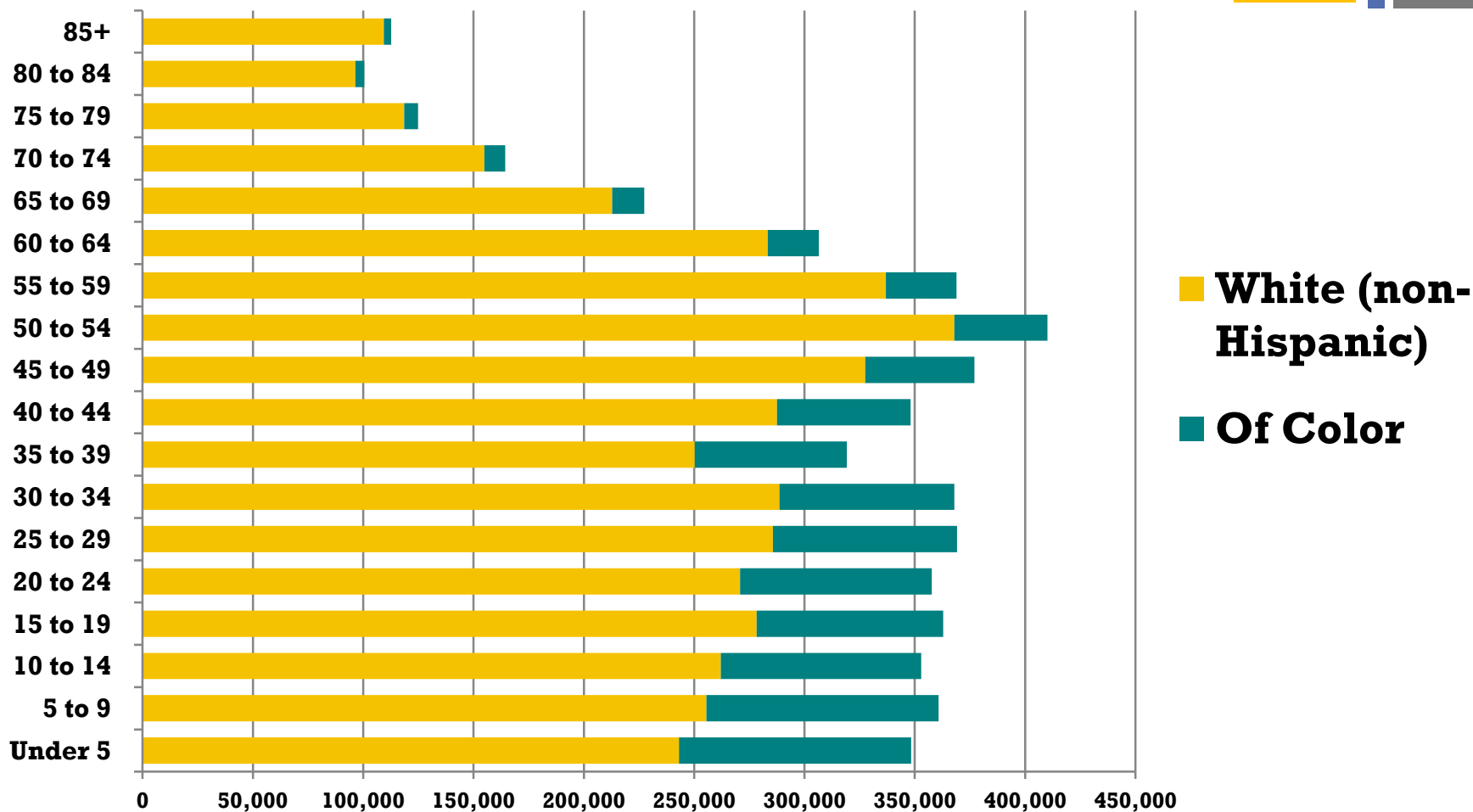
% Change, 2000-2010
-58% 217%

**Populations of Color (non-White):
Growth in all but 2 counties statewide
(2000-2010)**



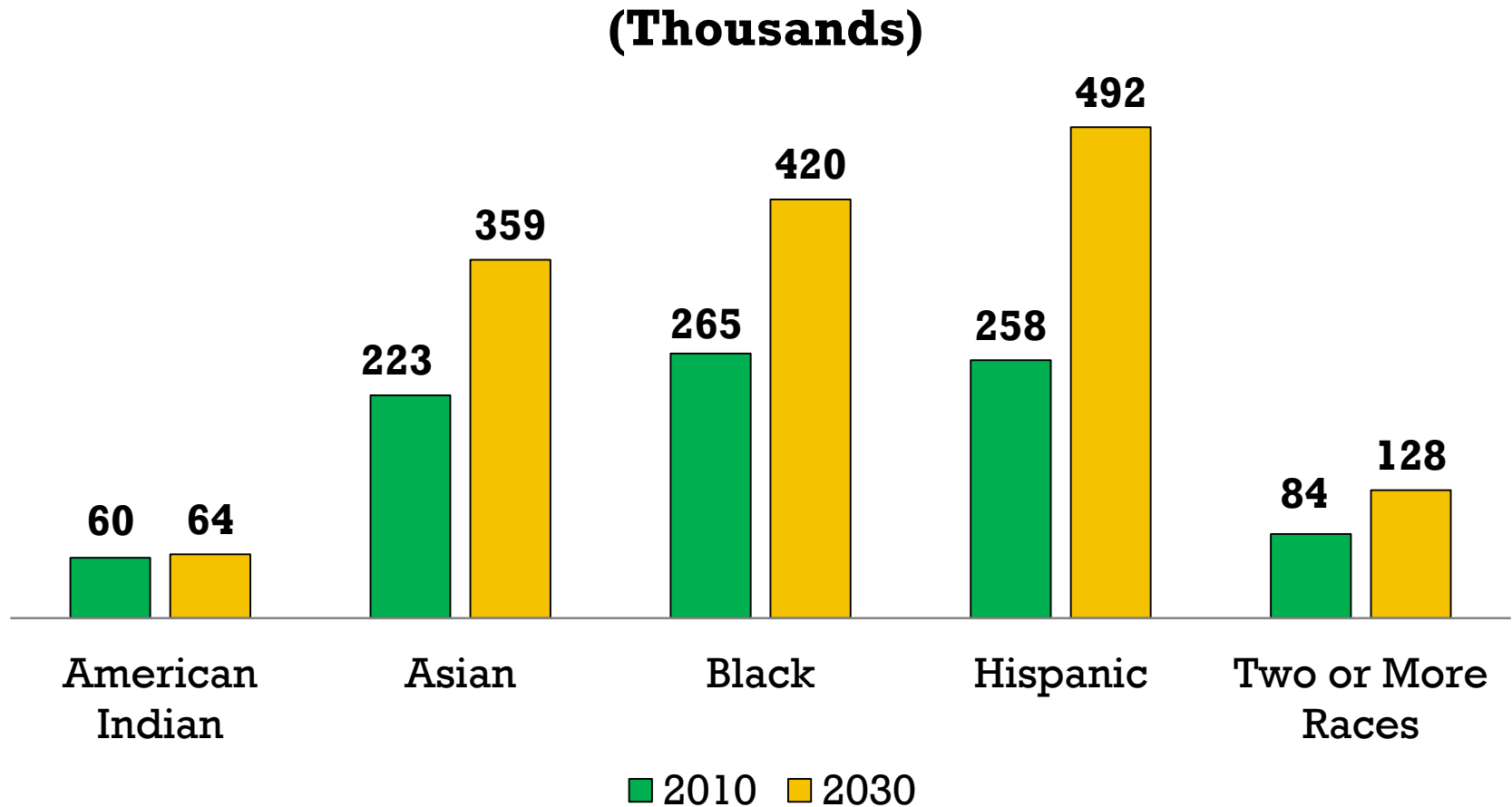


Minnesota's population by age and race groups





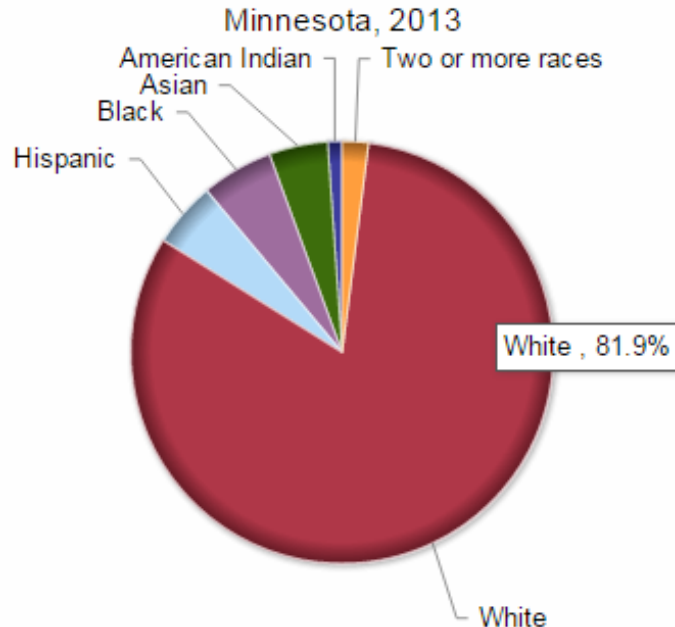
Largest growth expected among Asian, Black & Hispanic Minnesotans





MN today by race/ethnicity (Hispanics removed from all other race groups)

Population by racial and ethnic group



- 82% White
- 6% Black
- 5% Hispanic
- 5% Asian
- 2% Multiracial
- 1% American Indian



Which MN kids are leaving high school in 4 years with a diploma? (2014 data)

- 81% of all public high school students
- 51% of American Indian students
- 82% of Asian students
- 63% of Hispanic students
- 60% of Black students
- 86% of White students

Two fastest growing demographic groups in MN



The Economic Status of Minnesotans

A Chartbook With Data For 17 Cultural Groups

JANUARY 2016



Minnesota State
Demographic Center

mn.gov/demography

**All data in the report refer to the annual average during years 2010 to 2014.
Report is available off our homepage at mn.gov/demography or direct at
<http://bit.ly/1OKVT5I>**

Cultural Groups, by Size

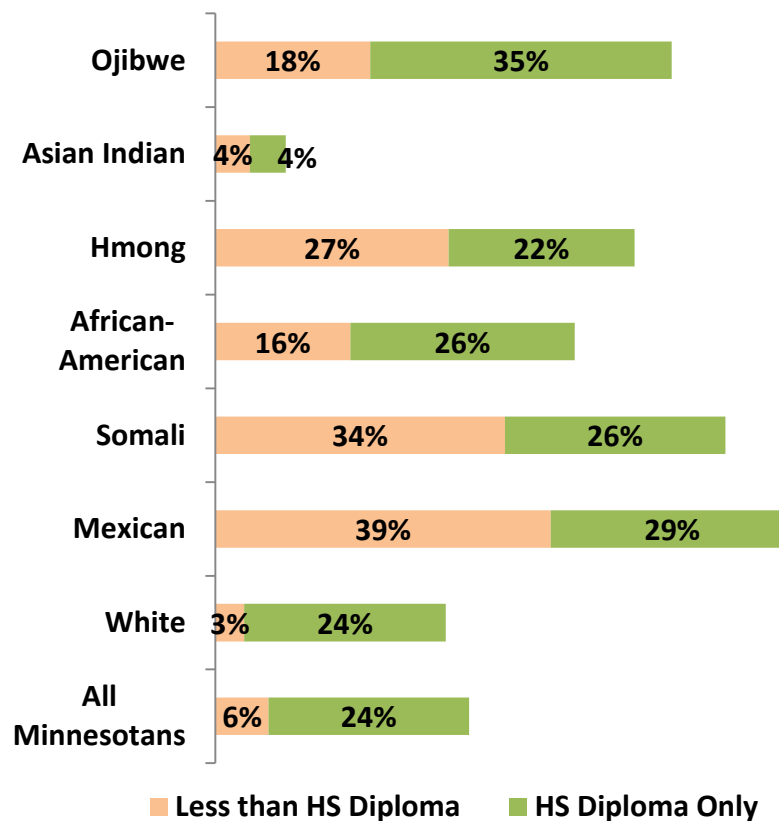


Cultural Group	Percent	People
White	82.1%	4,417,700
African-American	4.0%	216,700
Mexican	3.4%	184,100
Hmong	1.2%	66,600
Somali	0.9%	46,300
Asian Indian	0.8%	42,800
Ojibwe	0.6%	33,500
Vietnamese	0.6%	29,800
Chinese	0.5%	29,400
Korean	0.4%	22,500
Ethiopian	0.3%	17,000
Filipino	0.3%	14,100
Liberian	0.3%	14,000
Puerto Rican	0.2%	12,500
Lao	0.2%	12,100
Russian	0.2%	9,900
Dakota	0.1%	6,100
<i>Not in above group</i>	3.9%	207,200
All Minnesotans	100%	5,382,400

Educational Attainment, Ages 25-64

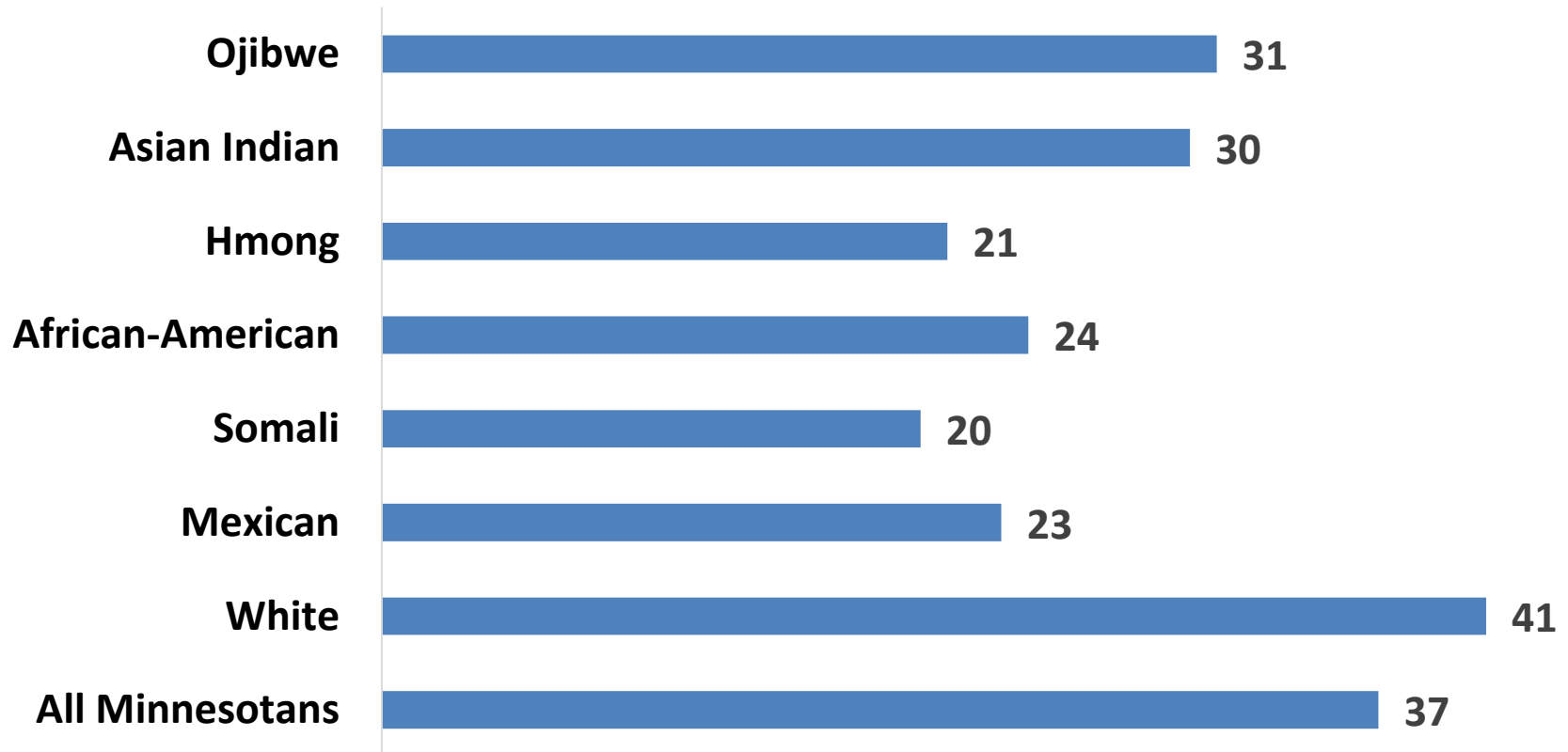
	No H.S. Diploma/ GED	H.S. Diploma/ GED
Ojibwe	3,200	6,200
Asian Indian	1,100	1,100
Hmong	7,400	5,900
African-American	15,300	25,500
Somali	6,000	4,500
Mexican	32,200	23,400
White	81,700	573,800
All Minnesotans	179,600	677,500

Percent with Less Than High School Diploma, and HS Diploma



Hmong, Af. American, Somali and Mexican Groups Are Young; Future Growth Potential High

Median Age



+ Take-away thoughts for those contemplating these trends

- All areas of the state will feel the effects of an aging population. **Health care and long-term care** will become cost-drivers of public budgets. How will we balance this with other public needs?
- However, older adults transitioning out the workforce will **positively shape our communities** with volunteerism, mentoring and advancing their own solutions to the challenges of aging.
- **As Baby Boomers retire, a tightening labor force** will create new opportunities for workers, but will place strain on employers. The search for skilled hands and minds will intensify (here and across much of the globe). Fewer workers relative to older adults puts a premium on **developing, retaining, and attracting skilled workers and business leaders** — to fuel continued economic growth.
- Minnesota's **communities, workplaces, and markets for business will grow more diverse** in the decades to come. The success of populations of Color is essential for our state's overall success—and present disparities are large.



And Finally...

Business and community leaders will need to be brave, creative, collaborative, and adaptive in responding to these demographic changes.

You are part of the solution!



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